

# Editor & Publisher

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A lot of advertisers entered the Tribune circle last year.

In fact, we rolled to the end of 1972 with a new all-time advertising record: 83,776,000 total lines, up 7,044,000 lines over 1971.

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FEB 28 1973

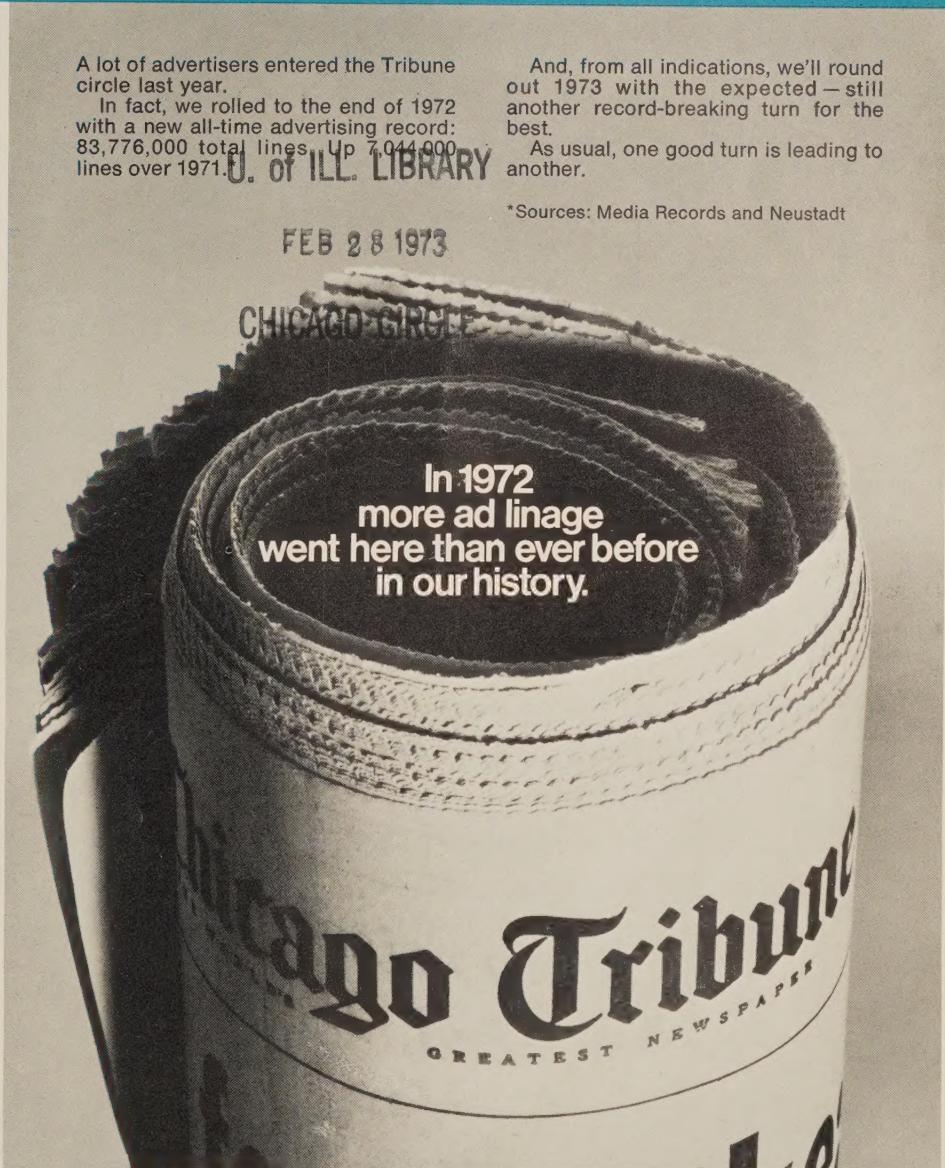
CHICAGO CIRCLE

In 1972  
more ad lineage  
went here than ever before  
in our history.

And, from all indications, we'll round out 1973 with the expected—still another record-breaking turn for the best.

As usual, one good turn is leading to another.

\*Sources: Media Records and Neustadt



# Chicago Tribune

A step ahead of the times.



*"Whoever would overthrow the liberty  
of a nation must begin by subduing  
the freeness of the press."*

*Benjamin Franklin, 1706-1790*

## AVoice in the Future

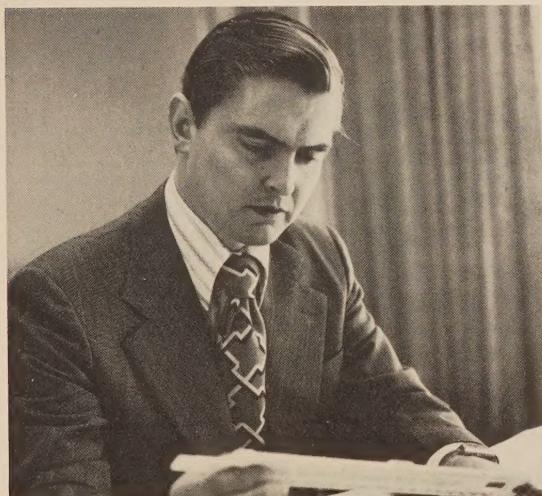
Words from the past, concerned with a nation's future. The approach of this nation's 200th anniversary in 1976 reminds us of the foresight of men who made the concept of a free press a foundation of our free country.

And, it is with foresight that Copley Newspapers approach our responsibility to maintain that concept through continuing growth to match that of the dynamic communities we serve. Illustrative of that fact is a complete new offset facility now under construction for the San Diego Union and Evening Tribune. It is scheduled for completion late this year. This major project for San Diego is typical of the financial commitment we are making in our corporate future and in the cities where our voice is heard.

Copley Newspapers...We intend to have a voice in the future.

# Copley Newspapers

# It's always judgment day at Harte-Hanks.



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That good judgment is called EuGene Falk, our corporate director of systems and engineering. It's his job to see that we don't outsmart ourselves.

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Together, they help us keep a level head.



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Anderson Independent-Mail	Corsicana Sun	Marshall News Messenger	Van/De Publishing (Orange County)
Big Spring Herald	Denison Herald	Paris News	Woodbury Times
Bryan/College Station Eagle	Framingham News	San Angelo Standard-Times	Yakima Herald Republic
Chula Vista Group	Greenville Herald-Banner	San Antonio Express & News	Ypsilanti Press
Commerce Journal	Hamilton Journal News	San Diego Group	

Executive Offices: Harte-Hanks Newspapers, Inc., P.O. Box 269, San Antonio, Texas 78291

# CATCH-lines

By Lenora Williamson

AS A GROUP, MAYORS HAVE VERY BAD SENSES OF HUMOR, syndicated cartoonist Dave Gerard said the other day. He can make such a statement without too much danger since Gerard is himself mayor of Crawfordsville, Indiana. The cartoonist does "Citizen Smith" for the Register and Tribune Syndicate, and when he got elected to office a year ago thought he'd do cartooning afternoons, evenings and weekends. He forgot that mayors, even in towns of 14,000, must go to meetings and banquets without cease. Gerard told UPI reporter B. J. Gilley he now gets up early in the morning and until 9 a.m. is a cartoonist; then, "I shower and change to go downtown and be mayor." Dave said that being mayor not only gives him less time for cartooning but also gives him "an uneasy feeling" that the job may cost him his sense of humor—a fate worse than anything for a cartoonist.

\* \* \*

FROM GENESIS TO REVELATION—For 20 years, 8 months and 18 days, Tom Horner shepherded serialization of the Bible in the *Akron (Ohio) Beacon Journal*. It began April 7, 1952. Although now retired from editorial writing and associate editor tasks, Horner had continued to handle the serialization, saying the Bible was his life insurance and that nothing could happen to him until it was done. He now lives in California on property right on the San Andreas fault!

Horner recalls that during the period when the Gospel according to St. Luke was being published, the account of the Crucifixion appeared on Good Friday, the burial on Holy Saturday and the Resurrection on Easter Sunday. "Since this was wholly by accident, I have always regarded it as a sign of approval of the Beacon Journal's publication of His book."

\* \* \*

HOW WOULD IT FEEL TO FINISH 1,165th in a Spring Festival foot race? John Burns, the *Toronto Globe and Mail* correspondent in Peking, knows. Although finishing next to last, John's pride was soothed because nearly 300 Chinese runners had dropped out along the snowy seven-mile route around the walls of the Forbidden City. His time: 51 minutes, 32 seconds. The correspondent took up jogging when chided about a weight gain and after suitable training period decided to sneak into the big race. He swaddled himself in a padded overcoat until the starting gun, fearful officials would rule out a foreigner, and wore a Maple Leaf T-shirt with running tags. John got cooperation from other runners, with cheers from some spectators and laughter from others at the unfamiliar sight "of a foreigner exerting himself."

\* \* \*

THE PERILS OF MARRIAGE HEADLINES—The Winners & Sinners bulletin of the *New York Times* mentions a headline, "Duncan Forbes Will Marry Miss Elouise Conway June 23." Sounds okay, doesn't it? asks the editor. "The only trouble is the fiance's name is Duncan Forbes Will."

\* \* \*

"IF IT FITZ" is the title of Jim Fitzgerald's column in the Deming (N.M.) *Headlight*. And Ruth Randolph's recipe column in the Pawhuska (Okla.) *Journal-Capital* carries the head "Ruth's Chow Line." The *Farmington Valley Herald* in Simsbury, Connecticut, captions birth announcements with "Who's New."

\* \* \*

HEADY HEADS—For the story that Sir Winston Churchill's granddaughter, Edwina Sandys, had arrived in New York for an exhibition of her paintings, the *Daily News* headlined: "She's here with blood, sweat, & brush." Edwina writes a regular column in the *London Sunday Telegraph*, the only writing job she has clung to after settling seriously on painting as a career.

With Census Bureau announcement that it had determined that "Americans aren't home as often as they used to be" (There was a 12 per cent decline between 1960 and 1971 in households with at least one person 14 years or older at home between 8 a.m. and 3 p.m.) the *Washington Post* asked: "Knock, Knock: Who's There?"

## EDITOR & PUBLISHER CALENDAR

### FEBRUARY

24—Women in Communications, Region 5, Hotel Westward Ho, Phoenix, Ariz.  
25-27—New York State Publishers Association, Thruway Hyatt House, Albany.

### MARCH

2-4—Maryland, Delaware, D.C. Press Association convention, Sheraton Lanham, Washington Beltway.  
4-6—ANPA Newspaper in the Classroom Conference, Continental Plaza Hotel, Chicago.  
4-16—API Management and Costs seminar (for newspapers over 75,000 circulation), Columbia University.  
8-10—Mid-Atlantic Newspaper Mechanical conference, Hilton Hotel Washington, D.C.  
8-10—National Newspaper Association Government Affairs conference, Washington, D.C. Hilton.  
9-10—Mississippi Press Association/Louisiana Press Association Annual Workshop, Prentiss Motel-Scottish Inn, Natchez, Miss.  
9-11—Northwestern Mechanical Conference, St. Paul Hilton, St. Paul, Minn.  
12-16—Knight Newspaper seminar, Effective Human Relations, Miami.  
15-17—North and East Texas Press Association, Arlington.  
16-17—Sigma Delta Chi Region 10 Conference, Shelton, Wash.  
16-18—Advertising Executives Association of Ohio Daily Newspapers, Pick-Hayes Hotel, Columbus.  
18-20—New York State Society of Newspaper Editors, Binghamton.  
18-30—API Classified Advertising Managers seminar, Columbia University.  
22-23—New Jersey Press Association News-Editorial Institute, Howard Johnson Motor Hotel, Atlantic City.  
22-24—INPA Promotion/Research Seminar, Ramada Inn, Phoenix.  
23-24—Hoosier State Press Association, Atkinson Hotel, Indianapolis.  
25-27—Central States Circulation Managers Association, Marriott Motor Hotel, Chicago.  
26-28—ANPA Electronic Seminar, San Francisco.  
29-31—Tennessee Press Association Advertising conference, Hyatt Regency Hotel, Knoxville.  
29-31—Pennsylvania Newspaper Publishers Association-Interstate Advertising Managers Association, Sheraton Harrisburg Inn, Harrisburg, Pa.  
31—Women in Communication, Region 1 meeting, Seattle-Tacoma Airport, Washington.  
31—Alabama Women's Press Association, Annual meeting, Parliament House, Birmingham.

### APRIL

1-3—Spring Meeting of Inter-State Circulation Managers' Association, Hotel Hershey, Hershey, Pa.  
1-4—Information Industry Association, Penn Center Holiday Inn, Philadelphia.  
1-5—Newspaper Purchasing Association Conference, Regency Hyatt House, Atlanta, Ga.  
1-6—API Newspaper Personnel Management seminar, Columbia University.  
4-6—Illinois Daily Newspaper Markets Ad Managers Workshop, Holiday Inn, Pekin, Illinois.  
8-20—API City Editors seminar (for newspapers under 75,000 circulation), Columbia University.  
11-13—Suburban Newspapers of America Annual Meeting, Fairmont Hotel, San Francisco.  
12-14—Panhandle Press Association Convention, Quality Inn, Amarillo.  
13-14—Tennessee Press Association, Paris Landing Inn, Paris, Tenn.  
16-20—Knight Newspapers seminar, Interpersonal and organizational communications, Miami.  
23—Associated Press, Waldorf-Astoria Hotel, New York City.  
23-26—American Newspaper Publishers Association, Waldorf-Astoria, New York City.  
23-27—Knight Newspaper seminar, Financial management for non-financial managers, Miami.  
26-28—South and Gulf Coast Press Association Convention, San Antonio.  
28-29—Region One conference, Sigma Delta Chi, Albany, N.Y.

### MAY

1—Canadian Press, annual meeting, Toronto.  
1-4—American Society Newspaper Editors (ASNE), The Shoreham Hotel, Washington.  
3-4—Canadian Daily Newspapers Publishers Association, annual meeting, Toronto.  
5-6—New York State Mechanical Conference, Trinkaus Manor, Oriskany.  
5-6—Allied Daily Newspapers Mechanical Section, Rodeway Inn, Tacoma, Wash.

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EDITOR & PUBLISHER for February 24, 1973

**WEATHER**

Mostly sunny, warmer;  
tomorrow, chance of rain  
(Details on Page 7B)

# The Star-Ledger

**FINAL  
EDITION**  
\*\*\*\*\*

Vol. 59, No. 362

New Jersey's Morning Newspaper

Newark, N.J., Tuesday, February 13, 1973

Ten Cents

TEARS, SALUTES, ICE CREAM IN PHILIPPINES

## 142 POWs touch friendly soil again

Star-Ledger Wire Service

CLARK AIR BASE, Philippines — American prisoners returned from years in the hands of North Vietnam and the Viet Cong yesterday in a dramatic and often-emotional finale to the nation's longest war.

Some blinking, some waving, some grinning and saluting smartly, the 142 prisoners came off the U.S. Air Force medical evacuation

jets onto the tarmac at this vast American military installation, the first stop on their way back home.

Appearing pallid but militarily erect and obviously galeted, the POWs who had been held for up to eight years in Communist prison camps flew from Hanoi and South Vietnam in four military transport planes.

"We come home! We come home!" chanted the

crowd at Clark, where the prisoners will be examined and debriefed before their return to the United States, which could come as soon as Thursday.

Some of the prisoners permitted to make free 15-minute telephone calls to their loved ones in the United States within hours after their arrival. The first were to get a good night's sleep first.

These medical flights flew 116 of the released prisoners from Hanoi, and 36 others held in single camps in South Vietnam, arrived seven hours later at 10 a.m. One single camp prisoner, a 25-year-old college student, was hospitalized in Saigon.

The first man off the first plane from Hanoi, Navy Capt. Jeremiah A. Denton Jr., who had been held as a prisoner since Aug. 18, 1965, saluted and tear-

fully stepped to a microphone:

"We are happy to have the opportunity to be in our country under difficult circumstances. We are profoundly grateful to our commandant-in-chief and to our nation for this day."

He paused, then said emotionally, "God bless America."

Next to descend from the C141 was Lt. Cmdr. Everett

A. Alvarez Jr. of Santa Clara, Calif. The first American flier captured in North Vietnam, he had been a prisoner since Aug. 5, 1964.

Alvarez walked with determined steps down the aisle, smiling broadly as he shook hands with Adm. Noel Gayler, commander of U.S. forces in the Pacific.

Gen. and Lt. Gen. William G. Moore Jr., command-

er of the 13th Air Force, stood on the runway to greet the men: 41 in the first plane-load, 39 in the second and 36 in the third from Hanoi. They returned later to greet the 26 who flew in from Saigon.

Some of the POWs appeared somber as they emerged from the planes but broke into smiles as they walked down

(Please turn to Page 6)



**The dollar  
is devalued  
by 10 pct.**

WASHINGTON (AP) — The United States devalued the dollar by 10 per cent last night, the second devaluation since



## NEW JERSEY'S NEWSPAPER!

- **LARGEST DAILY CIRCULATION**
- **LARGEST SUNDAY CIRCULATION**
- **FIRST IN EDITORIAL EXCELLENCE**
- **FIRST IN ADVERTISING**

The **STAR-LEDGER**

# Editor & Publisher

® THE FOURTH ESTATE

Robert U. Brown  
Publisher and Editor

James Wright Brown  
Publisher, Chairman of the Board, 1912-1959



Charter Member, Audit  
Bureau of Circulations  
Member, American  
Business Press Inc.



6 mo. average net paid Dec. 31, 1972—25,038  
Renewal rate—75.24%

## Receiving stolen property

A federal grand jury refused to indict Leslie Whitten, an investigative reporter for columnist Jack Anderson, on a charge of illegally receiving stolen property, and the government dropped the case. The reasons behind the jury's and the government's actions are obscure, but it might be called a ray of light in what has become dark days for investigative reporters.

Three years ago, the *Los Angeles Free Press* published a roster of undercover state narcotics agents, home addresses and telephone numbers. The State claimed the list had been stolen by a clerk in the attorney general's office and charged a reporter and the editor with the felony of receiving stolen property. It was the first, time we believe, that such a charge had been used by officials.

The *Los Angeles Times* commented astutely: "The Establishment press has been slow to grasp what the implications might be. . . . Should this case stand and become a precedent, the impact on the investigative efforts of the press to disclose wrongdoing in government could be devastating."

How right that was!

Superimpose that technique on top of the current use of the contempt power to force reporters to divulge confidential sources and information and government will have successfully wrapped itself in an impenetrable cocoon of secrecy.

What is government, anyway, but a representative of the people? The most vicious invention of modern man is the rubber stamp marked "Secret" which is being used indiscriminately by government officials and employees to keep information from the American people for reasons other than national security. The records of the Bureau of Indian Affairs is but one more case in point.

## That "prime source of news"

The Alfred I. duPont-Columbia University Survey of Broadcast Journalism reported American viewing of nightly network newscasts declined by some 900,000 households from 1971 to 1972." It said "whatever the explanation, the fact remained that in a year when both the use of sets and the number of sets in use increased substantially, news watching was down."

Contrast this with the preliminary figures just compiled for E&P's International Year Book, to be published this Spring, which indicate an increase of approximately 300,000 copies of newspapers sold per day in 1972 over 1971 bringing the daily total to over 62.5 million.

The most intriguing part of the duPont-Columbia report, however, is its citation of a study underwritten by the National Association of Broadcasters which "indicated the disconcerting fact that even if television remained the nation's prime source of news, it did not mean anyone was necessarily paying attention." The NAB study found 51% of respondents could not recall a single story a few minutes after the newscast.

How a medium can be "the nation's prime source of news" when half the viewers pay no attention will probably be explained in the next release from the Television Information Office.

The Oldest Publishers' and Advertisers' Newspaper in America

With which have been merged: The Journalist established March 22, 1884; Newspaper established March, 1892; the Fourth Estate March 1, 1894; Editor & Publisher, June 29, 1901; Advertising, January 22, 1925.

Managing Editor: Jerome H. Walker Jr.

Associate Editors: Margaret C. Fisk, Mark Mehler, Jeffrey J. Mill, Lenora Williamson.

Midwest Editor: Gerald B. Healey.

Washington Correspondent: Luther A. Huston.

Advertising Manager: Ferdinand C. Teubner.

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Advertising Production Manager: Bernadette Borries.

Assistant to the Publisher and Promotion Manager: George Wilt.

Circulation Director: George S. McBride.

Classified Advertising Manager: Virginia Ann Stephenson.

Marketing and Research Manager: Albert E. Weis.

Librarian: Adelaide Santonastaso.

### OFFICES

General: 850 Third Avenue, New York, N.Y. 10022. Phone: 212 752-7050. TELEX 12 5102

Chicago: 111 East Wacker Drive, 60601. Phone 312-565-0123. Gerald B. Healey, Editor. Richard E. Schultz, Jay L. Williams, Advertising Representatives.

Los Angeles: 1830 West 8th Street, 90057. Phone: 213-382-6346. Scott, Marshall & Sands Inc, Advertising Representatives.

San Francisco: 85 Post Street, 94104. Phone 415-421-7950. Scott, Marshall & Sands Inc. Advertising Representatives.

Washington: 1295 National Press Building, Washington, D.C. 20004. Phone: 202-628-8365. Luther A. Huston, Correspondent.

London: 23 Ethelbert Road, Birchington, Kent England. Alan Delafons, Manager.

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## MORE ON MS.

Criticism of my recent letter against paper adoption of Ms. as a woman's was somewhat shriller than expected. Notably, it was more abusive than factual.

This writer stands accused of being a lot, a racist (by implication), a woman-hater, and guilty of "blatant sexism" and accused of discrimination in hiring practices. Most emphasis in the critical letters is on the fact that there is no title which reveals the marital status of men, so why object to Ms. because it gives women intimacy?"

There was no suggestion of bigotry toward women in my comment. I had eight sisters, loved 'em all, and love the species.

Have them in our organization by the wholesale, and have had a woman as president, one as city editor, another as business manager.

The Ms. who raised the question of how to address a black properly is ignorant of us: In 1932, long before there was much demand for equal rights for minorities, newspapers adopted the policy of using the same titles for blacks as for whites probably the first in the South to do so. Women's Libbers, if they wish to breach n's privacy as to marital status, could do so by winning their sex for a campaign double-ring weddings. Those throwing ckbats for objections to Ms. because of ambiguities and camouflage might well vote some of their drive and temper to cing married men to wear their wedding gss.

E. WALTON OPIE

*he writer is publisher and editor of the Sunbeam (Va.) Leader and Sunday News-ader.)*

\* \* \*

E. Walton Opie argues, in a letter published in the January 20 EDITOR & PUBLISHER, that editors should not give in to the use of Ms. And his argument seems amply justified by Ms. (is that the plural of Ms.?) Warner, Taylor, Showalter and Stachler. It may surprise you to know that one of the nation's foremost authorities on our language, consulting editor of the New York Times Theodore M. Bernstein, agrees with these newspaper persons. And agrees, too. Which may come as no surprise.

Ted Bernstein, as many editors are aware, writes a column, syndicated by the New York Times Special Features, to which no newspaper subscribes. About a year ago Bernstein dealt with what he dubbed "the feminine Ms-take." It's worth quoting: "The feminine Ms-take. All hail, women's lib! Women want equality and they could have it. But when some in the movement try to popularize the coined norific Ms. to apply to all classes of men—single, married, divorced, widowed—they are Ms-guided. They wish to be on a par with men, for whom the title Mr. covers all categories, but their approach is wrong. They should get on a par by doing nothing to the masculine title, not to their own."

EDITOR & PUBLISHER for February 24, 1973

"From a linguistic point of view, the deplorable tendency these days is toward ambiguity and fuzziness, and adoption of the Ms. would be another step in that direction.

"What the women should agitate for is greater specificity in the masculine titles to match theirs.

"After all, a woman has a right to know whether the chap who is making a pass at her is married or single or what. Therefore let's have more titles for men. The titles shouldn't be hard to come by.

"For instance: for a married man Mr., for a bachelor Bar (which would be all right provided his first name wasn't Mitzvah) and for a widower Wow. In short, the women's lib slogan should be, 'Make the honorific more, not less, specific.'

B. DALE DAVIS

*(The writer is assistant managing editor of the Evening and Sunday Bulletin in Philadelphia, Pa.)*

\* \* \*

We have been following your flap over the use of Ms. as a style for newspapers—a matter we tangled with quite some time ago.

As a matter of fact on March 8, 1972 we announced in an editorial exactly how we would deal with the matter.

We simply adopted the unified wire services style always used for men. We say Susan Jones on the first use and Jones ever thereafter.

After almost a year, we have had fewer than ten complaints. Our woman's clubs cooperate by sending both the names on a woman. (Mrs. Robert (Mary) Jones.) We thought we would get the most static from them, but they fell right into line.

We adopted this style in an honest effort to provide liberation—with equality.

Our deskmen have no problem with the style, and we have adjusted stories in which both a husband and wife appear to fit the style. Our reporters fell right into line and they report no problems in the writing.

Frankly there are many more important issues of our time than this, but it was so simple to deal with, that we took the time and effort to do it.

Incidentally, the area of weddings and engagements and obits was the only area where we retained the traditional Mrs. and Miss. We were right. One or two obits and weddings got through at first using the new style, and we had all kinds of complaints—from women. Stories in the news section or the Lifestyle section have never been questioned.

In addition, we have discontinued the title Women's Editor. The section and the person are now "Lifestyle" and the copy deals with both sexes. That works too.

We always knew that men were going to those dances too, and there had to be a man in the wedding—but they never got a fair shake. Now they do.

HOWARD L. BALL

*(The writer is editor of Suburban Trends in Riverdale, N.J.)*

\* \* \*

The last frontier to cross in the Miss-Mrs. Ms controversy will be elimination of all female titles in news copy. Why should newspapers refer to a man in second reference only by his last name, while according women the dubious daintiness of a marital-status title, or even a Ms.?

While use of Ms. by newspapers is en-

tirely commendable, and perhaps a pragmatic stepping-stone to greater equality between the sexes, it should ultimately become obsolete in papers which do not "Mr." their men as a matter of style.

To refer to John Jones as "Jones" but to Mary Jones as "Ms. Jones" is a case of subtle sexism. At best, it smacks of Victorian prudery, implying that it would be rather shocking and indelicate to call a woman by her unqualified last name. At worst, it perpetuates the general and linguistic tendency to view women as "the other sex," maleness being the norm. The classic example: humanity is also known collectively as "man."

EDITOR AND PUBLISHER, to their credit, apparently agree with me.

STEPHANIE DOBA

*(The writer is assistant editor of the Civil Service Leader in New York City.)*

\* \* \*

## RESEARCH HELP NEEDED

In connection with research for a biography of my father, the late Lee A White, who was chief librarian and public relations director of the Detroit News at the time of his retirement in 1952, I should like to request an editorial announcement in EDITOR & PUBLISHER.

The biography is tentatively planned as an intimate study less concerned with his identity as a journalist than with the man named Lee A White who was a phenomenon and product of his time, among the last of an "endangered species." I hope to reflect his character, his special skills and the catholicity of his interests and activities.

At present I possess carbon copies of most of my father's correspondence except for the period prior to 1917 and after about 1950. Should readers of your publication have any of his letters I would be most pleased to know of them. I would also greatly value anecdotes and personal memories of any sort but especially those illustrative of my father's character, including his frailties and foibles.

Any material may be mailed to Miss Elizabeth L. White, 2205 Cartier Street, Flint, Michigan 48504.

(Miss) ELIZABETH L. WHITE

## Short Takes

The Easter Sunday sunrise service will be conducted by a Priest, a Minister, and a Rabbit.—Las Vegas (Nev.) Sun

\* \* \*

Fire-fighting, erosion control, recreation and livestock and wildlife wagering are other important functions of farm ponds.—Klamath Falls (Ore.) Herald and News.

\* \* \*

The supply is swindling, and you may be too late already.—St. Petersburg (Fla.) Times.

\* \* \*

We received anonymous complaints that alcoholic beverages were being served on these premises. Indianapolis (Ind.) News.

\* \* \*

The victim, being blind, could not see the culprit steal her TV set, valued at \$125, from her bedroom.—New Orleans (La.) States Item.

\* \* \*

(E&P pays \$2 each for amusing typographical errors found in newspapers and reprinted here.)

ONLY ONE NEW YORK NEWSPAPER IN 1972...



**Only one New York newspaper in 1972...**  
topped the town in total advertising... and wound up 'the year by increasing its lead over the second newspaper to 23,900,000 lines.

**Only one New York newspaper in 1972...**  
posted a weekday circulation increase over 1971 every month of the year.

**Only one New York newspaper in 1972...**  
ran first in the field in  
General Advertising  
Automotive Advertising  
Financial Advertising  
Classified Advertising  
Real Estate Advertising  
Manhattan Department  
Store Advertising  
Household Furniture &  
Furnishings Advertising  
Amusement Advertising  
Liquor Advertising  
Media Advertising  
Apparel Advertising  
Airlines Advertising  
Book Advertising  
Hotel and Resort Advertising  
Education Advertising

**Only one New York newspaper in 1972...**  
won a coveted Pulitzer Prize in 1972 (as well as 57 other top journalistic prizes).

**The New York Times**  
For 54 years first in advertising in America's first market.

# Split views on immunity bill limb hope for a full shield

By Luther A. Huston

Spokesmen for the news media, a couple lawyers, a governor, and a half dozen senators, told a Senate Judiciary Subcommittee this week that passage of legislation to protect newsmen from compelled disclosure to courts, grand juries or investigative agencies of confidential information and sources was a "must" for the 93d Congress.

They were united in proclaiming the urgent need for legislation but divided as to the nature and scope of the protection that should be provided to negate the Supreme Court decision last June that the First Amendment did not inherently shield newsmen from an obligation to tell law enforcement what information they had and from whom they got it about actual or potential violations of the law.

Only one voice—that of a syndicated columnist—told the Subcommittee, of which Senator Sam J. Ervin, Jr., of North Carolina is chairman, that despite the Supreme Court's ruling, the First Amendment as the rock upon which Freedom of the Press was founded and upon which the press should rely to protect its freedom.

The Senators who testified were authors or sponsors of bills that are pending in the Senate. Their purpose was to explain their bills and suggest to the Subcommittee the form and substance of legislation presumably will recommend. Their testimony confirmed the comment in an opening statement that "drafting a newsmen's privilege is not a problem which lends itself to easy solutions."

Two problems that perplex the legislators is whether a Federal shield law would abrogate state laws. On both questions Senatorial opinion is divided, as it apparently is with members of the Subcommittee.

## Ervin submits qualified bill

Senator Ervin introduced, on the first day of the hearings, his own bill, which would provide qualified privilege while Senator Edward M. Kennedy, in an opening statement gave his support to "Federal legislation providing newsmen with an absolute and unqualified privilege from compulsory process in both state and Federal courts."

Senator James B. Pearson of Kansas, who introduced shield legislation in the 92d Congress, renewed his support of "a qualified newsmen's privilege" which he believed to be essential to "facilitate the free and unfettered flow of information to the people." As the primary medium of communication with the people, Pearson said, "Its contacts with all elements of

society must be protected."

Senator Walter F. Mondale of Minnesota, author of a bill with eight other Senatorial sponsors, favored qualified privilege and would have legislation eventually enacted apply to "both Federal and state proceedings, including judicial, legislative, executive or administrative proceedings."

## Need Federal protection

Noting that a great majority of "the recent jailings and harassment of newsgatherers" have resulted from state proceedings, Senator Mondale said that "protection is needed now to insure uniformity among states, to provide protection for sources and news gatherers in each of the 50 states."

Senator Alan Cranston of California introduced an absolute privilege bill the day after the Supreme Court's decision in the Caldwell, Branzburg and Pappas cases. In the present session he introduced on behalf of the American Newspaper Publishers Association a more detailed proposal which maintained the absolute principle.

Senator Cranston told the Ervin Committee that he believed "that a broadly embracing and absolute protection is needed to ensure that the public gets the information it must have in a democratic society." On the subject of the application of Federal legislation to state shield laws, the California Senator saw the need for "a Federal statute which extend to all non-federal proceedings" joining Senator Mondale in emphasizing the need for uniformity in this area.

Senator Richard S. Schweiker of Pennsylvania, introduced on January 4, S. 38, the "Protection of News Sources and News Information Act of 1973." Testifying before the Ervin Committee he said that whatever specific language the committee finally adopts, the legislation should reflect four important principles:

(1) The news media must be protected from being utilized in any way as agents of the government.

(2) The strongest possible Federal law must be enacted quickly to lay to rest any possible doubt of the ability and right of newsmen to protect confidences obtained in their news gathering.

(3) Freedom of the Press guarantees of the First Amendment must be reaffirmed as the basic foundation of our form of government entitled to paramount protection.

(4) Congress must fill the statutory gap alluded to by the Supreme Court last

year when it rejected an inherent constitutional newsmen's privilege but specifically referred to the power of Congress to enact a statutory newsmen's privilege.

Senator Schweiker said that, if it is constitutionally permissible for Congress to enact privilege legislation at the national and state levels, he would support such an enactment.

The question of constitutionality of Federal-State level legislation was raised by other witnesses and Senator Ervin indicated he had doubts about it.

## Eagleton backs full shield

One of the most fervent supporters of shield legislation was Senator Thomas F. Eagleton of Missouri. He has introduced "The News Source Protection Act," which he said sets forth an absolute privilege against compulsory testimony or production of documents by a newsmen where the information sought relates to the identity of confidential sources or to any information given to the newsmen in confidence."

"The key is confidentiality," Senator Eagleton said. "The privilege does not extend to all information which comes to a person in his capacity as a newsmen, as it does under the Cranston Bill, but rather to confidential source identity and confidential information only."

Senator Eagleton's bill would require a full hearing on the record with the newsmen given an opportunity to be heard and a right of appeal before a subpoena is issued.

Senator Eagleton said he knew that the Ervin committee was "not inclined to preempt the states in the area of source protection" but said, as have other witnesses that congress does have authority under the commerce clause and the Fourteenth Amendment to pass such a law.

## Reporters testify

Two newspapermen who are also lawyers testified at the Tuesday hearings. They are Jack Landau, who covers the Supreme Court for the Newhouse newspapers, and Fred P. Graham, who formerly covered the court for the *New York Times* and now is a reporter for CBS, covering courts and the judiciary. They represented the reporters committee for freedom of the press. They argued for absolute privilege but Senator Ervin, in a lively colloquy with Graham, told them he did not believe that "you can get an absolute privilege bill passed."

Another reporter who testified on Tuesday was Earl Caldwell, the *New York Times* correspondent who refused to respond to a grand jury subpoena and turn over his notes or reveal the source of information about activities of the Black Panthers. It was the Supreme Court decision in the Caldwell Case that touched off the drive for newsmen's privilege legislation.

Caldwell told the Committee that his coverage of the Black Panthers ended the

(Continued on page 8)

# Split views

(Continued from page 7)

day the subpoena was issued because of the Panthers' fear that he would become an unwilling agent of the government.

"My reporting was not ended by the editors of the New York Times," he said. "It was ended by the Justice Department."

## Shield unnecessary

The columnist who told the committee that shield legislation was not necessary was James J. Kilpatrick, who writes "A Conservative View" which appears in some 260 newspapers. Kilpatrick said he opposed the pending shield bills because:

"First, the statutory approach itself is fundamentally wrong.

"Second, the proposed statutes raise serious doubts that stem from their drafting; at worst they are probably unconstitutional.

"Third, these various proposals—especially the proposals having to do with absolute unconditional privilege—involve the risk of head-on collision with the rights of other persons under the Sixth Amendment."

"We ought not to rely upon a statute, which may prove as ephemeral as the winds. We ought instead to rely upon the Constitution itself, which is a rock."

Kilpatrick said that he did not believe the Caldwell Case is "necessarily the last word." And that in time the courts will acquire a much better understanding of the privilege right "as we newsmen see it."

## ANPA urges action

Stanford Smith, President of the American Newspaper Publishers Association, called upon Congress to "act boldly in passing legislation which would grant unqualified protection of newsmen's sources of information and materials."

The bill introduced by Senator Cranston proposes absolute protection and Smith said "the ANPA specifically endorses and urges approval of that bill."

Smith provided the Committee with an exhaustive analysis of state newsmen's privilege legislation and cases arising under state shield laws. He also gave the Committee an analysis of the newsmen's privilege bills that are before the 93rd Congress. Both were prepared under the direction of Arthur B. Hanson, Chief Counsel for the ANPA.

Britt Hume, author of "Death of the Nation" and numerous magazine articles, made a statement on behalf of the American Civil Liberties Union in which he favored an absolute privilege for newsmen to protect their sources. He also discussed an issue which had been raised earlier in the hearings by Senator Edward J. Gurney of Florida. A member of the Subcommittee.

## Libel question raised

Many of the bills proposing qualified privilege would prohibit a newsmen sued for libel from raising confidentiality as a defense. Senator Gurney said he thought that "media presentation of news on public

affairs and people in public office had brought both reporters and public officials to a new low in public esteem."

He attributed that situation largely to the *Times v. Sullivan* decision in which the courts ruled that a public official could not recover libel damages unless he could prove that the offending article was written with actual malice, and with reckless disregard of truth.

The Florida Senator suggested that if Congress was going to enact new legislation to protect freedom of the press "we should consider two other areas of legislation."

"First," he said, "we need to revise our liberal law." The *Times v. Sullivan* decision, he said gave the media a total license to engage in irresponsible reporting. So, Gurney said, the *Times v. Sullivan* decision "needs correction and the media should be held liable for damage caused by libelous falsehoods."

Gurney's second suggestion was for legislation "to enact some responsibility in the media." It was "away past time for media people to have enforceable ethics in their profession." He suggested a "truth in news commission." A national group to which a public official could bring his case if defamed by publication of false news or half truths and request an investigation, if the inquiry disclosed the published matter to be false, the newspaper, or radio or tv, would be required to "publish their error in a sufficiently prominent fashion. No other penalty would be proposed."

Hume testified that he thought any law enacted should remove the shield in cases where journalists are sued for libel.

In his testimony, Senator Eagleton said he believed that "a libel or slander action should not be used as a vehicle to pry open confidential secrets" but he doubted if it would be wise for Congress to revise a Supreme Court decision in that area.

The lawyers who discussed legal phases of the privilege problem were Joel M. Gora, of the Civil Liberties Union who appeared with Hume, and Vincent Blasi a professor of law at the University of Michigan who said he had spent two years studying the problem.

Gov. Nelson Rockefeller of New York told the committee at the final session on Thursday (February 22) that the shield law he signed in 1970 was working to the apparent satisfaction of the press and law enforcement agencies. He did not favor a law that conferred an absolute privilege nor did he favor a Federal law that would pre-empt state statutes.

Dr. Frank Stanton, vicechairman of CBS, however, took a different position. He submitted a letter by CBS council advising that Congress has constitutional authority to enact a statute applicable to both Federal and state proceedings. New hearings will be held again next week February 27, 28 and March 1.

## Counter-convention

The second A. J. Liebling Counter-Convention will be held in late April, 1973 in Washington, D.C. Last year's convention, which attracted about 2000 persons, including 200 guest speakers, was held at the same time as the annual American Newspaper Publishers Association convention in New York.

## Past Week's Range

### of Stock Prices

#### NEWSPAPERS

	2/14	2/21
American Financial Corp. (OTC)	173/4	167/8
Booth Newspapers (OTC)	271/2	271/4
Capital Cities Bdstg. (NYSE)	571/4	541/2
Com Corp. (OTC)	53/4	4
Cowles Comm (NYSE)	81/4	77/8
Dow Jones (OTC)	381/4	371/4
Downe Comm (OTC)	4	33/8
Gannett (NYSE)	421/2	43
Harte Hanks (NYSE)	281/4	273/8
Jefferson-Pilot (NYSE)	681/2	695/8
Knight (NYSE)	521/4	51
Lee Enterprises (AMEX)	211/4	213/8
Media General (AMEX)	377/8	391/4
Multimedia (OTC)	27	28
New York Times (AMEX)	133/4	131/4
Pannex (OTC)	75/8	71/2
Post Corp. (WISC.) (OTC)	143/4	143/4
Quebecor (ANEX)	121/2	121/4
Ridder Publications (NYSE)	27	261/8
Southam Press (CE)	30	301/2
Spiegel (OTC)	15	143/4
Thomson Newspapers (CE)	151/2	153/4
Time Inc. (NYSE)	521/2	441/2
Times Mirror (NYSE)	201/2	201/2
*Toronto Star (CE)	69	253/8
Washington Post (AMEX)	301/2	291/8

\* For 1 split.

#### SUPPLIERS

Abitibi (CE)	11	111/2
Addressograph Multi. (NYSE)	25	241/2
Alden Electronics (OTC)	111/4	111/8
Altair (OTC)	371/2	371/8
Ball Corp. (OTC)	183/8	177/8
B. C. Forest (CE)	311/2	321/4
Berkey Photo (NYSE)	161/2	151/4
Boise Cascade (NYSE)	93/4	10
Compraphobic (AMEX)	24	241/4
Compuscan (OTC)	10	91/4
Crown Zellerbach (NYSE)	261/8	271/4
Cutter-Hammer (NYSE)	43	411/2
Dayco (NYSE)	173/4	177/8
Digital Equipment (NYSE)	1047/8	985/8
Domtar (AMEX)	20	191/2
Dow Chemical (NYSE)	1063/4	1041/8
Dymo (NYSE)	251/2	231/4
ECRM (OTC)	13	111/4
Eastman Kodak (NYSE)	1481/4	1441/4
Ehrenreich Photo (AMEX)	137/8	13
Eltra (NYSE)	331/8	321/2
General Electric (NYSE)	711/8	691/2
Georgia Pacific (NYSE)	321/8	321/2
Grace, W. R. (NYSE)	26	251/8
Great Lakes Paper (CE)	19	211/4
Great No. Nekoosa (NYSE)	491/2	481/2
Harris Interprint (NYSE)	47	49
Imont (NYSE)	42	381/2
International Paper (NYSE)	431/2	42
Itel Corp. (NYSE)	39	381/8
Kimberly Clark (NYSE)	55/8	55
Log-Electronics (OTC)	291/8	291/2
MacMillan, Bloedel (CE)	241/4	23
Milmast, Onyx (AMEX)	113/4	111/4
Minnesota Min. & Mfg. (NYSE)	837/8	841/2
Photon (OTC)	331/4	35
Richardson (NYSE)	301/8	291/2
Rockwell Int'l. (NYSE)	643/4	651/4
Southland Paper (OTC)	143/2	16
Southwest Forest Ind. (NYSE)	105/8	101/2
Sun Chemical (NYSE)	23	221/2
Wheelabrator-Frye (NYSE)	201/8	201/2
White Consolidated (NYSE)	17	161/2
Wood Industries (AMEX)	193/8	175/8

#### ADVERTISING AGENCIES

Doremus (OTC)	91/2	91/4
Devile, Dane Bernbach (OTC)	191/4	191/2
Feele, Conroy Belding (NYSE)	101/2	101/2
Franklin Clinton E. (OTC)	93/4	91/2
Grey Advertising (OTC)	141/4	131/2
Interpublic Group (NYSE)	203/4	18
Needham, Harper & Steers (OTC)	221/2	221/2
Ogilvy, Mather & Mather (OTC)	231/2	281/2
PKL Co. (OTC)	21/2	21/2
J. W. Thompson (NYSE)	201/8	191/4
Tracy-Locke (OTC)	51/2	53/4
Wells Rich Greene (NYSE)	171/8	161/2

## Expect new paper soon in Georgetown, S.C.

The Georgetown (S.C.) *Daily American* is expected to begin publication soon.

Robert H. Cunningham, who will publish the paper, said in late January that he hoped to begin publication in two or three weeks, but set no exact date.

Cunningham, formerly with the *Rome (Italy) Daily American*, further announced the appointment of Lucien D. Agniel as editor.

# High Court denies injunction seeking to de-sex job ads

By a vote of 8 to 1, the United States Supreme Court ruled on February 20 to stand Federal Court Judge William T. Swigert's decision denying a woman an injunction against the *San Francisco Chronicle* and *Examiner* that would prevent the papers from publishing separate "men" and "women" classifications in their help-wanted classified advertising. In denying the injunction, the Court held Federal Court Judge Sweigert's 70 decision in the case of *Brush v. the San Francisco Newspaper Printing Co.* agreed with the paper's contention that they are not employment agencies and therefore are outside the jurisdiction of the Equal Opportunity Employment Commission under terms of the 1964 Civil Rights Act.

The only dissenting vote was cast by Associate Justice William O. Douglas. The ruling by the Supreme Court for newspapers is significant in light of the court's December 4 decision to review the case of the *Pittsburgh Press v. Pittsburgh Commission of Human Relations and the City of Pittsburgh and the National Organization for Women*.

In this case the newspaper has been argued with violating a city ordinance prohibiting newspapers from classifying help-wanted ads by "jobs-female interest," "jobs-male interest" or "jobs-male and female interest."

Although no evidence was produced at any female had ever been denied a job because of her sex, the Commonwealth Court of Pennsylvania agreed with the Commission's finding that the column heads were discriminatory *per se* and therefore needed no showing of actual discrimination.

The *Press*, a Scripps-Howard paper, contends that classified advertising is a gender service and imposing regulations on it constitutes violation of the First Amendment.

In another related development, the S. District Court in Jackson, Mississippi (November 27) denied a motion by the *Jackson Clarion Ledger* and *News* for dismissal of a suit charging them with sex discrimination in help-wanted ads.

The suit, filed by Paula Morrow, alleges that the newspaper is an employment agency under the Civil Rights Act of 1964. Noting that similar cases show that persons are not to be included in this classification, nevertheless, the court felt the complainant was entitled to proceed with her attempt to prove otherwise.

The court found it unclear whether the newspaper did take an active part in classifying its help-wanted advertising, upon the publisher's statement that the paper has "the right to reject, edit, and classify all copy."

The decision on the Pittsburgh case, it is expected for several months, is likely to clear up the confusion stemming from the various lower court rulings. The newspapers are hopeful the San Francis-

co ruling will pave the way for a favorable decision.

The suit filed by a Paula Morrow on behalf of herself and a class described as "all female residents of the State of Mississippi who seek or may seek employment through classified ads of newspapers published and circulated by defendant . . ."

The complaint alleged that the newspaper company is an employment agency within the meaning of the Civil Rights Act of 1964, and as such planned "help-wanted" ads on the basis of sex in the

classified sections of both papers.

The court noted that the history of similar cases shows that newspapers were not included in the term "employment agency." It cited two district court decisions, including the one in San Francisco. However, the court said it "takes judicial notice of the fact that in the *Clarion-Ledger* under 'Want Ad Information,' appears the publisher's statement: 'The *Clarion-Ledger & Jackson Daily News* reserves the right to reject, edit and classify all copy.'"

Finding it unclear whether the newspapers did take an active part in classifying the jobs advertised in its help-wanted columns, the court felt the complainant was entitled to proceed in her attempt to prove that the newspaper company is an employment agency as defined by the Civil Rights Act of 1964.

## Riblet cramms all he knows about editing into 600 pages

By Luther A. Huston

Carl Riblet, Jr. has been a reporter, rewrite man, copy editor, foreign correspondent and editorial writer for major newspapers during more than 40 years in journalism, and for six years travelled the country as a syndicate salesman. In those traveling years he began to hear from editors that good copy editors were becoming scarce and hard to find.

So Riblet decided to do something to improve the situation and for nine years, as sort of a peripatetic school of journalism, he taught editing and head writing to newsmen on the staffs of more than 100 newspapers in the United States and Canada, giving on-the-spot cram courses showing copy desk men and reporters how to make more interesting newspapers.

Now he has written a book entitled "The Solid Gold Copy Editor" (The Falcon Press, Tucson, Ariz., and Washington, D.C. \$17.50) in which he describes the trained, intelligent copy editor as a prime need of every managing editor seeking to put out a better newspaper.

The book is designed as a textbook, and examples of how to improve headlines and text by intelligent, resourceful editing proliferate through its 600 pages.

"The newspaper copy editor, one entitled to the invisible badge of pro, improves news stories and other editorial matter by editing," Riblet writes in a somewhat professional preface and "must just naturally want to make a newspaper more interesting."

"A good copy editor has to be an editor above all," Riblet writes. "He has to first believe and then know that editing is done with the brain, not the pencil. The pencil is only a tool."

In Riblet's "cram course," he emphasizes that the students will be taught to think, not follow style. "A copy editor

preoccupied with style is usually not a very good copy editor" he maintains.

At the start of the book, on page 12, Riblet lays down a dozen "tough rules" for head writing—"deliberately tougher than the rules laid down on many newspapers." The first rule is "make the headline tell something; don't write non-heads" and others go on to warn against splitting verbs, placing conjunctions, prepositions and modifiers at the end of a line, and others that may well be standing rules on many well edited newspapers but sometimes ignored by incompetent or lazy copy desk men.

An example cited by Riblet of what can be done to improve a headline and make it more informative involves a wire service story about increased cigarette smoking in spite of warnings of dangers to health resulting from use of cigarettes. The local copy editor wrote "534 Billion Cigarettes Are Smoked." The fault Riblet found with that headline was that it did not say there has been an increase in smoking, so he would have headlined the story: "Smokers Puff More Despite Danger Signals."

"The Solid Gold Copy Editor" is a gold mine crammed with nuggets of journalistic wisdom worth digging up by either the pro, the neophyte or the student. "The Gospel According to St. Carl" as an editor of the *Amarillo (Tex.) Daily News* called it should be in every newspaper library and in all schools of journalism.

## B & G is appointed

The *Jeannette (Pa.) News Dispatch* and the Montgomery Publishing Co., publishers of the *King of Prussia (Pa.) Today's Post*, and *Hatboro, (Pa.) Today's Spirit* have appointed Bottinelli & Gallagher, Inc. as their national advertising representative.

# 'Tough-guy' Scali ruffles feathers with UN newsmen

By Tony Brenna

John Alfred Scali is not the first journalist to become United States ambassador to the United Nations, but unlike Henry Cabot Lodge and J. Russell Wiggins, who came from more genteel echelons of the business, he is the first of the "foot-in-the-door" school of reporters to achieve this cabinet level post.

Thus his arrival at the U.N. was eagerly awaited this week by erstwhile colleagues from the Associated Press and the American Broadcasting Company and more than 100 other reporters who wanted to get a good look at the former newsmen picked by President Nixon for this tricky diplomatic role.

## 40 minutes late

Frankly Tuesday's first meeting was a sharp disappointment. Balding and dapper in his dark-blue diplomatic suit, Ambassador Scali breezed in without apology after keeping the press corps waiting forty foot-shuffling minutes. A longer than expected meeting with secretary general Waldheim was the reason for the delay.

But from that point on Scali lost no time in taking charge. Mrs. Anne Tuckerman, Agence Prance Press correspondent and president of the U.N. Correspondents Association, stood poised under the television lights ready to make a gracious little speech of welcome.

The words were never uttered. Instead, Scali turned his back on her, indicated that the last thing he wanted was formality and padded round the room pumping hands, leaving television cameras (his old medium) facing the wrong way and microphones out of range of what he had to say.

Television crews grunted angrily until Don Shannon of the *Los Angeles Times* and UNCA vicepresident led the ebullient Scali back to the front of the room some time later.

There he delivered a brief and punchy statement to the effect that his door would always be open to journalists and that President Nixon was behind the U.N. "whenever it could serve in appropriate areas."

## No questions asked

A number of reporters, under the impression they had been invited to a press conference, wanted to ask questions. But this was not to Scali's taste. He gulped down a half-cold cup of coffee and departed abruptly, no questions being asked or answered.

No one knew what to say, except it was a disappointing performance for a man who knows the ropes as well as Mr. Scali.

(Tony Brenna, a former associate editor for *Editor & Publisher*, is United Nations correspondent for the London Daily Telegraph.)

His journalistic experience goes back 29 years and encompasses such prize-winning performances as a scoop on the famous Nixon-Krushchev "kitchen debate" and a behind-the-scenes role in helping settle the Cuban crisis.

But his credentials also include a reputation for posturing as a tough guy and an abrasive manner. Both qualities were in ample evidence on Tuesday. Basically the message was here I am the new ambassador, I know your game better than you do, I don't want to answer questions, I'm here to fulfil a role for which I'll be remembered.

All of this was in sharp contrast to the easy-going and stylish George Bush who two years previously met the press on the same occasion admitting he was a new boy but more than willing to talk about it. Two years of defending unpopular American policies at the U.N. did nothing to diminish the Bush image with the press. Urbane and helpful, there was no sign of bravado at any of the numerous press conferences he gave.

The more generous among U.N. correspondents agreed that first impressions can be false. They forecast a more considered approach when "he gets the hang of things round this difficult shop."

## Wood and R. Hoe reach a final sale agreement

The sale of R. Hoe & Co. printing inventory and equipment for \$9 million to the Wood Co., was finally completed on February 21.

The sale, approved by U.S. District Court Judge Sylvester Ryan in New York on November 17, gives to Wood all Hoe's press inventory, together with a 44,000 square-foot building, and 8½ acres of land at Hoe's Dunellen, New Jersey plant, for \$4 million.

In a January 17 hearing, Judge Ryan reproved lawyers representing a group of Class A stockholders and a group of creditors for "tying up the sale" with their appeal. The judge told them to "either go ahead or I'll instruct the trustee to deny your appeal." Several days later, the appeals were withdrawn, opening the way for the sale.

Daniel McColley, president and chairman of Wood, said he was pleased that the matter was finally resolved and that he expects the move to add strength to the company.

## No more 'freebies'

Associated Press sports writers have been instructed to no longer accept complimentary tickets to sports and entertainment events. The AP has agreed to buy two tickets for each event for which free tickets were issued in the past.



Dolan



Weil

## Weil III is named GM of Gannett W-R group

Louis A. Weil III, the present publisher of the *Lafayette (Ind.) Journal & Courier*, has been named executive vice-president and general manager of the Westchester-Rockland Newspaper group.

Thomas P. Dolan, president and general manager of the Gannett-owned group of suburban newspapers, has been promoted to president and publisher.

Succeeding Weil as publisher of the *Lafayette* newspapers, is Gregory L. Deliyanne, who is presently the general manager of the *Lansing (Mich.) State Journal*, a Gannett paper.

## Press misleads public on food prices—Butz

Secretary of Agriculture Earl Butz charged February 20 that "consumers are being misled about farm prices by big-city newspapers and the urban press."

In announcing a record monthly food price rise, Butz said "during the last two months we had seasonal winter-time rises in farm prices, largely due to weather and transportation shortages. Newspaper and press stories have blown these seasonal monthly rises into preposterous annual increases."

Butz also charged that "the urban press" treated a 4.8% rise in wholesale prices in January "as if there would be a 57.6% rise in wholesale farm prices over the next year."

"That is like saying that if you have a cold this week, it is at the annual rate of 52 colds a year."

Big-city reporters, he said, should "get out beyond the city limits and learn the facts of life about volatile farm prices."

Butz' blast at the press was immediately countered by Sen. William Proxmire (D-Wis.), vicechairman of the Joint Economic Committee.

"When the price has been good for a month," Proxmire said, "they (the government) don't ever hesitate to translate that into an annual rate."

## Parade is cited

*Parade* magazine has been cited by the New York State bar association for its articles concerning adoption, divorce laws, draftees, conspiracy and false arrest. Jess Gorkin's, editor, was presented a Media Award Plaque by Judge Francis Bergen, chairman of the association's media awards committee.

# roadcast study: network newscasts losing viewers

merican viewing of the nightly network newscasts declined by some 900,000 households in 1971-72, it was reported in latest edition of the Alfred I. duPont-Columbia University Survey of Broadcast Journalism.

The survey report, entitled *The Politics of Broadcasting*, said "whatever the explanation, the fact remained that in a year when both the use of sets and number of sets in use increased substantially, watching was down."

The explanations cited "ranged from network credibility, and too much pleasant news, to the prime-time access which separated the newscasts from popular network entertainment programs with locally provided fare . . . ."

The report primarily deals with the situation in broadcast journalism, including ticks from government officials over the year and the cut in funds for public vision. The decline in viewers is covered in its chapter reviewing "the year in broadcast journalism."

## NBC counters

After the duPont-Columbia report was issued, NBC News announced that its audience was on the rise. NBC said its evening news viewing rose 3% in the third quarter of 1972 and 8% in the first weeks of 1973.

IBC added "the NBC Nightly News" the largest audience gain in the industry—more than double that of CBS and considerably more than that of ABC." However, the duPont-Columbia report and another study, underwritten by the National Association of Broadcasters, which "indicated the disconcerting fact that even if television remained the nation's prime source of news, it did not mean one was necessarily paying attention."

## No total recall

The study, conducted by Andrew Stern of the University of California-Berkeley, asked 232 respondents "What do you recall from tonight's broadcast?" With an average of 19 items to point to, 51 percent did not recall a single story a few minutes after the newscast was off the air. Stern, a former ABC news producer, suggested moving the network news time in early evening to 10:30 p.m. to limit viewers' distractions.

The duPont-Columbia report also referred to a test conducted by Professor Scott Ward of the Harvard Business School. "According to Professor Ward, by third grade a great many children have already begun to develop cynicism about television, specifically advertising, and by the sixth grade over two-thirds of the children he tested were responding negatively to what they saw on the screen." The report considers the decline of prime-time news shows and documentaries and notes that two top documentary producers have left the networks.

"Network television in 1972," the report said, "which had failed to hang onto the

top dramatic talent it developed in its early years, looked as though it were trying to lose its documentarians through the same treatment—refusing them the opportunity to do their best, cutting off their time and money, keeping them from prime spots on the schedules."

## Seagram wins plaudits of newspaper admen

On the behalf of daily newspapers in the United States and Canada, the Bureau of Advertising, ANPA has presented Seagram Distillers Company with a special citation for "25 years of sales leadership by Seagram's 7 Crown whisky" and for "25 years of responsible, innovative newspaper advertising."

The award was presented to Arthur Murphy, president of Seagram Distillers Co. in New York. The Bureau's board also authorized the presentation of similar citations to the 65 Seagram Distillers state and division managers.

Seagram's 7 Crown was introduced in the United States in 1934. It became the largest selling whiskey in the world in 1947, and has maintained that position without interruption since then. Sales of Seagram's 7 Crown last year amounted to over 7.5 million cases, more than twice as many as the second leading whiskey brand.

The company points out that Seagram's 7 Crown brand by itself accounts for one out of every 20 bottles of all types of liquor sold. Consumer research has established that nearly one out of ten whiskey consumers prefer Seagram's 7 Crown to other brands and that more than one out of three drink 7 Crown occasionally, no matter what their preference.

Seagram's 7 Crown has consistently been a leading advertised brand in daily newspapers and its newspaper investment in fiscal 1972 amounted to more than \$3.1 million.

## Peking grants visa to London reporter

Clare Hollingworth, a reporter for the *London Daily Telegraph*, has been granted a visa for an extended stay in Peking.

She landed in Peking in time to cover the visit of Dr. Henry Kissinger with Chinese Prime Minister, Chou En-lai.

Miss Hollingworth first joined the *Daily Telegraph* in 1939. The veteran war correspondent was the first Fleet Street reporter to get the news that the Nazis had invaded Poland.

The American press is still waiting for the Chinese government to issue reporters visas to establish resident representation in Peking.

## Case against Les Whitten is dropped

A federal grand jury has refused to indict Leslie H. Whitten Jr., an investigative reporter for columnist Jack Anderson, and two Indian activists on charges of illegally receiving stolen government documents.

Whitten and Henry L. Adams were arrested by FBI agents January 31 as they were carrying two boxes of documents allegedly stolen from the Bureau of Indian Affairs last November to Whitten's car. After the preliminary hearing February 14, the grand jury's decision was read February 15 to Whitten, Adams, and Anita Collins, and the government moved that the case be dropped.

Anderson and Whitten were questioned by the grand jury as were the two Indians, in nearly five hours of testimony. Anderson said the jury "had very little to ask me. They wanted to know whether we had paid for these documents and I testified that we had not." Anderson had made numerous references in recent columns to information from "stolen documents."

Anderson and Whitten testified after being assured that the grand jury would not ask them about their Indian news sources, and Whitten said the jury "scrupulously" kept its promise. Adams said he reiterated to the grand jury that he was attempting at the time of the arrest to keep a promise to return the documents and that Whitten was along to cover the story.

Anderson has been critical of the government's treatment of the Indians in several of his columns. After Whitten's arrest he said that the incident was part of a Nixon Administration plan to "nail Anderson" because of his criticisms not only of Indian affairs but of other administration policies and activities, and of the FBI. The White House categorically denied that any orders had gone out to "nail Anderson" as the columnist charged.

Anderson said after Whitten's arrest that his aide was only doing his job as a reporter but Whitten maintained he did not intend to use the material and was only lending his car to help Adams turn over the documents to the FBI.

There was no reason given why the grand jury did not indict but sources in the U.S. attorney's office indicated that the feeling was that the evidence offered was insufficient to warrant an indictment upon which convictions could be obtained.

## Times promotes 3

The *New York Times* has announced three changes in advertising personnel. William Shuck has been appointed assistant national ad manager. He will be replaced as assistant financial ad manager by Michael Letis, the current institutional ad manager. Lance R. Primis, former assistant retail ad manager, has been appointed assistant CAM-Sales.

# Bingham urges support for press council

Barry Bingham, Sr., chairman of the board of the *Louisville Courier Journal and Times* and member of the Twentieth Century Fund task force, stated the case for the national press council to guests attending a luncheon of the William Allen White Foundation in Kansas City, Kansas.

Bingham, recipient of the William Allen White medallion for distinguished service to journalism, told the audience there has been a decline in the public's confidence in the news media over the past half dozen years. He rejected the idea that it was a part of a general disillusionment with religion, government, and education and spoke of the necessity of counteracting the "growing skepticism by visible and dramatic steps to win public trust."

## Give it a chance

Bingham further criticized "instant defensiveness" on the part of some of the news media toward the press council, and said the council would in no way limit the press, but merely examine complaints regarding news content. All council hearings, he said, would be public and would have no power to compel testimony.

The council, to comprise 15 members (six newsmen) would be totally independent, seeking no financial support from news media, only their cooperation. He urged news organizations to give the council a chance for if it does restore public trust and brings about better journalism as a result, "it would be a historical breakthrough."

In New York, Matthew Fox, spokesman for the Twentieth Century Fund which is sponsoring the council, said that the responses from editorial columns of newspapers throughout the country were "running better than 50% in favor."

The *New York Times*, he said, is the only paper to refuse outright to participate. "A lot of editors are griping about it, but will go along with it anyway," he claimed.

"Our immediate concern, of course, is not with newspapers, but with national news media . . . wire services, weekly news magazines, network tv . . . we're running ahead in this area, too."

Fox further said an announcement on the members of the council would be made in mid-March.

## Drops Sat. edition

The *Penticton (B.C.) Herald*, a Thomson newspaper, has discontinued its Saturday edition, and will now operate on a Monday to Friday schedule. The decision was made, said Herald publisher G. J. Rowland, after labor negotiations and cost projections were "of such higher costing in the immediate future as to make the retrenchment imperative." The Herald is an evening daily, circulation 6,219.

# Pottstown paper publishes special 'censorship' section

The *Pottstown (Pa.) Mercury* published a special 10-page section February 13 of features and editorials concerning freedom of information cases.

A banner headline, printed beneath the photos of six jailed or subpoenaed newsmen, announced "Censorship—It's Here." The section contained several pages of paid ads placed by local stores and manufacturers that were tied to the free press theme.

Articles described the events leading up to and following last summer's Supreme Court decision regarding protection of reporters' sources. Government officials' attacks on broadcast media were also covered.

The section, printed on the first ten pages of the Mercury, included a man-on-the-street interview in Pottstown which revealed residents' lack of concern with the issue.

The section had been planned for two months and was researched and prepared by Mercury Editor Robert J. Boyle, staff writers Thomas Hylton and Joseph E. Dougherty and general desk editor Dollie Smith.

## N.Y. News launches war on drug pushers

The *New York Daily News* has instituted a program called "Pusher" to crack down on drug traffickers.

The program, supported by the police commissioner and director of the Federal Bureau of Narcotics and Dangerous Drugs, urges anyone with information on drug transactions to write to the News giving full details; name and physical descriptions of pushers, addresses, vehicle information.

The letters are then read by the News, coded to preserve the anonymity of the source, and transmitted to authorities who assign men to investigate all reports.

The paper will be informed of arrests and will continue to follow cases through the courts to completion.

This program is similar to one initiated by the News in 1954, which yielded 154 arrests. The paper is hoping for more now, given the current drug epidemic.

## Guild wins election at Morgantown, W. Va.

Employees of the West Virginia Newspaper Publishing Co. have voted 48-24 for collective bargaining representation by The Newspaper Guild.

The election was ordered by the National Labor Relations Board.

The Newspaper Guild will represent employees of the editorial, advertising, circulation, maintenance and mail departments of the *Morgantown Dominion-News* and *Morgantown Post* newspapers, and the *Sunday Dominion-Post*.

Boyle said reaction to the section was "surprising" particularly considering Pottstown apathy toward the subject indicated in the man-on-the-street article.

"We've received more letters on this than many of our other special editions," Boyle said. He noted that the Mercury had received no negative letters. "All we received were the 'fight on' type."

Boyle said the Mercury had received a number of local and out of state requests for reprints and extra copies.

In the section's editorial, the Mercury scores U.S. citizens for "complacency." The editorial adds:

"People who believe that reporters should be forced to reveal their sources of information, people who believe that the press should have governmental guidelines, people who take secret delight in the jailing of a newsmen are too dense to realize that their rights are being taken away . . .

"The first steps against the First Amendment have been taken.

"Newsmen have been jailed and threatened simply for telling the public what it has a right to know."

## State House press asked to pay rent

Leaders of the Maine House and Senate in Augusta voted unanimously February 6 to back bills requiring news media covering the legislature to pay rent for office space, provide their own furniture, and excluding press from using the capitol Cantrix telephone system.

The moves were announced by Senate President Kenneth McLeod (R-Brewer), the same day that he issued orders barring Associated Press newsmen from his office following publication of an AP story reporting the expenditure of \$35,000 by the legislature for office furniture. McLeod attacked the story by correspondent Phyllis Austin as "biased, slanted, and intended to arouse controversy, not inform the public," and added that "cooperation is a two-way street."

McLeod lifted the ban the following day but it will have no effect on the plan to put the media on a paying basis.

The State House Newsmen's Association, made up of full-time capitol reporters, is expected to endorse the moves next month.

A 1954 statute requires the legislature to maintain and reserve such "facilities as may meet the news media's requirements with reasonable convenience and adequacy." The new legislation has not been filed for consideration.

David Swearingen, president of the State House Newsmen's Association, said the consensus has been "for some time that we should pay our own way and be beholden to no one. This was in the works before the AP issue was raised."

# Business page

By Terence L. Day

## AGRICULTURE, A METROPOLITAN CINDERELLA?

There is a void in modern reportage, a void which could lead to a major crisis in America.

Never in the world's history have so many been so dependent upon so few, or so ignorant of their situation, as Americans today. More than 95 percent of the nation's people are dependent upon the less than 5 percent who man the nation's arms.

Agriculture is a metropolitan Cinderella who labors hard for urban America, yet who works without appreciation because there is a knowledge chasm left unbridged by modern journalism, or inadequately bridged at best. That vital informational link, the farm beat, has been allowed under or sent out to graze the outh 40 on most urban newspapers today.

### Wrong news policy

A news executive recently explained his paper's abandoned farm beat: "We don't have very many farmers in our circulation area any more."

Unfortunately that philosophy is all too apparent in today's newsrooms. What J. Henri Fabre, the French entomologist and author, said of history is equally propos of journalism: "History . . . celebrates the battle fields whereon we meet our death, but scorns to speak of plowed fields whereby we thrive; it knows the name of the king's bastards, but cannot tell us the origin of wheat. That is the way of human folly."

Journalism celebrates city streets whereon we riot, but scorns agriculture whereby we prosper; it reports which movie star is living out of wedlock with whom, but does not tell us about our source of food.

Today's newspapers may not have very many farmer subscribers, but their readers all have one thing in common: they eat. And as long as they do, newspapers should take a vital, intelligent interest in agriculture.

### Write for city readers

Editors don't expect an aerospace editor to write for aerospace employees. They don't ask science writers to write for scientists, nor education writers to slant articles to educators. Political writers aren't asked to write for politicians, and transportation writers don't write for truck drivers.

So why should farm writers write for farmers? They shouldn't. They should write about agriculture, for city folk. But all too much of the little farm writing today is of small value or interest to urbanites because it does not put agriculture in terms they can understand.

The writer is assistant agricultural research editor at Washington State University and former western states vice president of the Newspaper Farm Editors of America. The last three years of his 11-year career in daily newspaper journalism were spent as a farm writer at The Tri-City Herald in Kennewick, Wash.

The reasons for strong farm beats are manifold, but paramount are reader interest and public interest. Readers are interested in farm news that is written for them, and nowhere is the need for farm editors to serve the public interest more apparent than in the hubbub over food prices.

The most prevalent and most inaccurate myth in America today is the "high" food prices legend believed by almost every consumer and promulgated by nearly every newspaper and television station in America.

Why does almost everyone think food is expensive? Because today's news media fails miserably to understand agriculture and to report it accurately. It is a digression, but you won't believe that food is cheap unless we document it, so let's digress.

Agriculture has given America the lowest-cost food bill in the history of mankind—16 percent of disposable income in 1971, compared with 23 percent in 1950, according to U.S. Department of Agriculture statistics.

It's an unpopular story, but our great agricultural progress has reduced food costs by 30 percent during the past 21 years. As a bonus, Americans also get a greater variety of food, a higher standard of eating (including twice as much beef), less kitchen drudgery, and more meals "out-of-the-town."

America's food bill in 1971 was \$118 billion—a whopping \$51.7 billion less than it would be if Americans still paid 23 percent of their income for food as they did in 1950.

That is \$51.7 billion which Americans spent for second cars, trail bikes, boats, stereophonic sound systems, fancy furniture, summer cottages, dishwashers, color television, and a host of other consumer goods. But how much is \$51.7 billion? It is \$15.1 billion more than the total value of all automobiles manufactured in the United States and of the distribution costs of all foreign-made automobiles sold in the United States in 1969! (Based on U.S. Statistical Abstract figures.)

In other words, the unparalleled efficiency of the American farm is one of the basic reasons for the high and still rising American standard of living, a principle difference between our standard of living and that of other countries. (Englishmen spend 29 percent of their income for food, Italians 45 percent, and Indians 80 percent.)

### Should give thanks

Instead of complaining about "high" food prices, we Americans should be on our knees giving thanks for our share of the \$51.7 billion a year the nation saves on groceries. It is the very substance of our high standard of living.

But, you say, look at what's happening to food prices. Meat has gone up, eggs have gone up. Yes, and they'll come down, too. But not with the same fanfare with which they went up.

Recently when the price of eggs threatened to reach \$1 a dozen the news was headlined for days on end. But when they dropped to 59 cents a dozen, our local newspaper didn't have a single line of copy with that news.

The result is a public misimpression that prices are always going up. That's true of cars, clothes and a lot of other things; but not of food. Food prices fluctuate because farmers cannot control production, and prices rise and fall with supply.

Further, reporters have wholly failed to put food prices into perspective with wages. Big, black headlines shout the news that food prices are expected to increase at an annual rate of about 4.5 percent during the first half of 1973. But what reporters have compared that with anticipated wage increases?

The Nixon Administration says 5.5 percent increases are acceptable, and few authorities feel that wage increases will be held that low in 1973.

It doesn't take an Einstein, or even a high school math teacher, to calculate that if food prices increase 4.5 percent and income rises 5.5 percent, the percentage of our income spent for food will decrease. The increase we see in food prices is inflation—and food is an anchor trying to hold inflation down. Food prices are not contributing to inflation.

With urban America and the press which serves it both ignorant of the realities of agriculture, there is a real threat to the agricultural abundance which is the foundation upon which America has become the world's wealthiest nation—a nation with the highest standard of poverty that the world has ever known.

### How is America threatened?

With 95 percent of her population in the cities, and the one-man, one-vote rule, the farm bloc has withered to a tiny voice in a distant pasture.

Unless the farm-city information gap is bridged by the press, it is entirely conceivable that an urban-dominated, urban-oriented Congress could pass legislation which would wreak havoc with agricultural production, or fail to pass legislation essential to a healthy agriculture.

It would be tragic for America to learn the hard way that all of the social reform and anti-poverty programs in the world will be of no benefit if America's unparalleled agricultural miracle is permitted to wither. For modern agriculture is not a permanent miracle which can be ignored once achieved. It is a miracle which must be repeated every year.

But the moment America goes on a binge of anti-farm legislation, capriciously banning vital agricultural chemicals, wildly slashing farm programs, and arbitrarily siding against farmers on national issues; the nation will be sowing the seeds of wretchedness for the cities as well as for the farms.

Food prices will really become high, and with less to spend for other things there will be massive layoffs in city factories which will lose much of their market for consumer goods.

Re-creation of farm beats to report agriculture for city audiences, to give America more balanced reporting on issues touching the farm, would be a small price to pay for prosperity insurance.

# Collecting 'newspaper' stamps makes an interesting hobby

By M. W. Martin

In the best postal tradition, the nations of the world, including the United States, have long issued postage stamps in honor of their newspapers—including their editors and contributing journalists.

At least fifty nations have honored the press on their stamps. Postal honors for newspapers are by no means limited to the free press. Communist nations regularly issue stamps for the anniversaries of their newspapers and in memory of early, clandestine communist press which existed in those nations before the Communist Party came to power. Before World War II, the Nazi and Fascist newspapers were publicized on stamps by their governments. In fact, dictatorial regimes everywhere proudly honor their newspapers, while the same cannot be said of all nations where the press is free.

The United States is one of the leaders of free-press-nations in the number of newspaper stamps issued. The latest was the 1971 memorial stamp for Ernie Pyle (1), Scripps-Howard war correspondent in World War II, who was killed on the island of Ie in 1945. The first American stamp in honor of the press was the 1947 commemorative of the centenary of the birth of Joseph Pulitzer (2). The press as a medium was again honored in 1958, with the Freedom of Press commemorative (3), issued in honor of journalism and freedom of the press in connection with the 50th anniversary of the first School of Journalism at the University of Missouri.

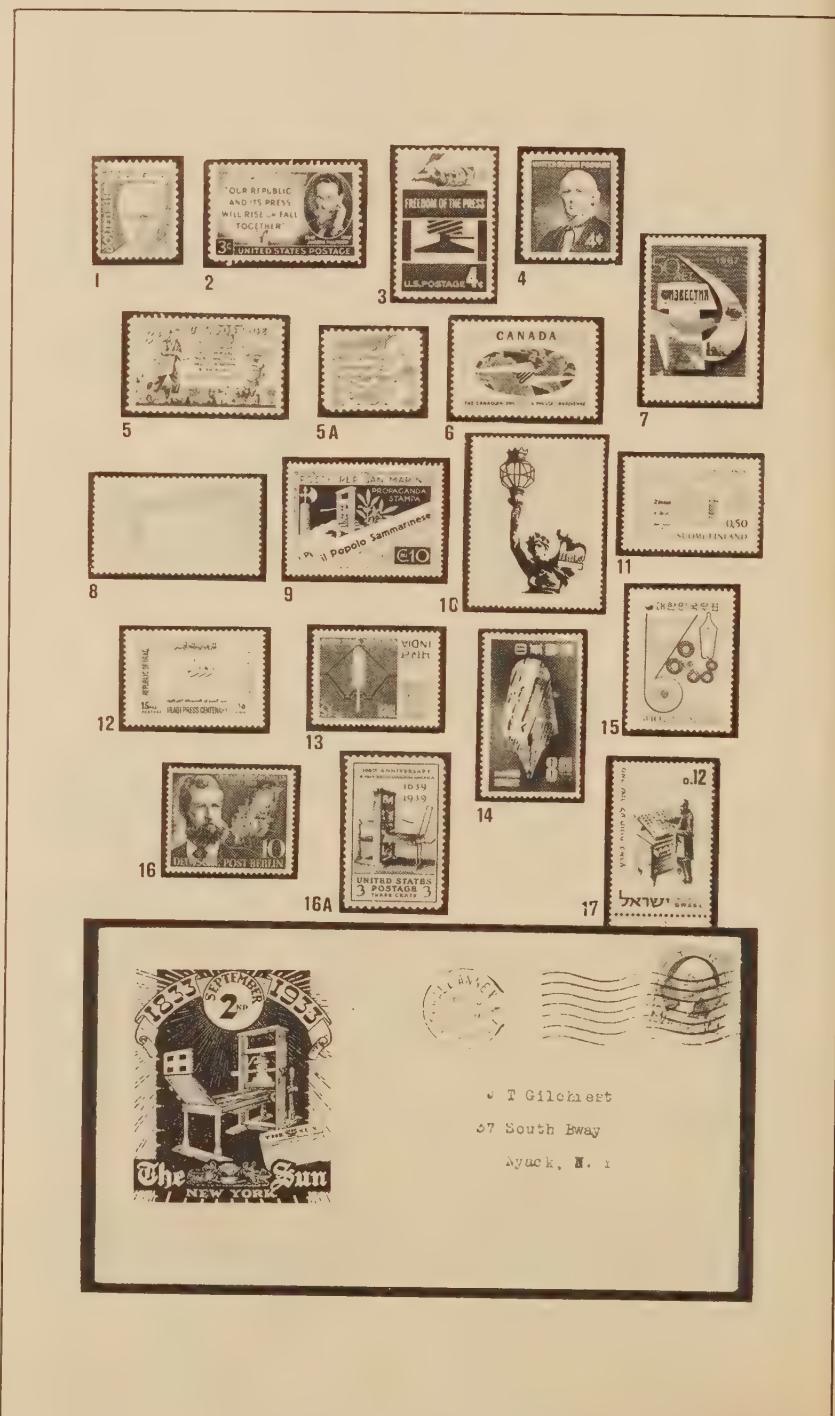
American editors on stamps include William Allen White, editor of *Emporia (Kans.) Gazette*, honored in 1948, and Horace Greeley (of the *New York Tribune*) for whom a stamp was issued in 1961 (4). America's newspaper boys were honored with a commemorative stamp in 1952 (5). Famous journalists honored with U.S. stamps include Warren G. Harding, Mark Twain (Samuel L. Clemens)—who also appears on various foreign stamps, including a stamp of Russia—Walt Whitman, Joel Chandler Harris, and Benjamin Franklin, shown here with his latest of many postal honors, issued in October, 1972 (5A).

Canada has twice honored her press. In 1958, Canada issued a stamp picturing newspapers and symbols of the industry. It was in honor of the Canadian press and to emphasize the importance of free press. In 1967, a stamp commemorated the 50th anniversary of the co-operative Canadian Press (6). Two Canadian journalists were honored with stamps in 1968: George Brown, founder of *Toronto Globe*, and Henri Bourassa of the *Montreal Le Devoir*.

Russia is a prolific issuer of newspaper stamps. It has issued a number of stamps for anniversaries of various newspapers, including *Pravda* and *Izvestia* (here shown with the 1967 commemorative of its founding). Many Russian journalists have also been honored with stamps.

Other examples of not-so-free press include the East German stamp of 1958 featuring the front page of the official paper of the Communist Party, *Die Rote Fahne* (The Red Flag), and the 1943 issue of San Marino (9) honoring the Fascist paper, *Il Popolo Sammarinese*.

Latin American nations have probably (Continued on page 18)



Once again, for the 7th time,  
the California Newspaper Publishers Association  
has given this Newspaper the  
“General Excellence Award”

**San Jose Mercury**  
A Ridder Newspaper

## PAPER CONTINUES AFTER FOUNDER'S MURDER

It's been ten years since Ben Wade and Charles Cade dreamed up the *Jackson Blazer* over bacon and eggs in Cade's kitchen. Charles Cade is dead, bludgeoned to death in his apartment in 1969, but his partner still talks about the Blazer as a joint enterprise.

The two men started with nothing but energy and the notion that the 6,000 blacks in Jackson, Michigan needed a community newspaper. Neither had much money or newspaper experience and Cade carried the stigma of having served four prison terms. They would not have been picked by anybody as "most likely to succeed in journalism."

"I think you have to be somewhat of a masochist to get involved in any kind of writing," says Wade now. He recalls. "I got out of high school in 1960. To give you an idea of what the times were like in Jackson, I doubled dated with a white couple on graduation and I was refused a seat at the restaurant."

After high school, Wade said, "we kicked the idea around, Mr. Cade and I, for a couple of years. In fact we tried to get other people involved at first, community leaders and stuff. Finally he and I just decided to go ahead and give it a fling.

"We made dummy sheets cutting up news stories from other papers, took these around to advertisers to give them the idea. We got enough money together from paid-in-advance ads to get our first issue off the ground and like every other newspaper we immediately ran up an account at the printer. He couldn't quit and he's been going ever since."

Cade had worked in print shops and around newspapers when he was a teenager. Wade met him in his driveway when they became next door neighbors.

"We got along right from the start. The newspaper was his original idea. We had so much trouble getting any kind of co-operation with anybody in town. I had strong English grades in high school. Never really aspired to become involved in newspapers. I handled the writing end and he took care of business."

In spite of hard times, the Blazer prospered—in the precarious way small weeklies prosper—and Cade started a second paper, the *Ledger*, in Kalamazoo. Wade attended Wayne State University in Detroit, then worked for the *Toledo Blade* for the next four years. He kept his interest in the Blazer as an inactive partner.

### Tragedy strikes

"When Mr. Cade was killed I came back here," Wade remembers his sudden return: "I never thought about—I don't know—I came back maybe because of the way Cade was killed. If he'd had a heart attack . . . I sort of wanted revenge against society. I felt that an element of this town had done Cade in."

Race relations were tense in Jackson at the time of Cade's death. The Blazer had just run an editorial aimed at: "assassinations . . . being committed by extremely sick and megalomaniacal men who have a crew to pick with their society."

"I don't know if things are that much better now," Wade comments. "This past summer there was one unsolved murder; they found him poured in cement out here at Pleasant Lake. No arrests, no suspects, nothing."

"Another guy was shot to death while fishing. A guy came up to him at point blank range and blasted away with a forty-five. His buddy and his wife were



Blazer publisher Ben Wade and his daughter paste-up the paper.

right there to see the whole horrid scene and this guy gets the charge reduced to manslaughter. He's doing seven to ten.

"So things really aren't that stable. There are a lot of things that make it appear that things are more harmonious. We got school integration now. The kids seem to get along well. There's no visible group like the Black Berets that were in Jackson at the time of Mr. Cade's death to sort of keep things stirred up."

Jackson's major Daily paper, the *Citizen Patriot*, headlined the Cade murder as, "MURDER NOT RACIAL—BARTON" (Barton referred to the police chief). There were racial epithets painted on the wall, but the police felt these were merely an attempt to cover the killer's real motives.

"They felt the person responsible for Cade's death could not be brought to justice. This was a roundabout way of saying that they thought Don Philips killed Charles Cade. Don Philips was editor of the *Ledger* and he wound up hanging by the neck in a jail cell in Flint in Genesee county.

### Unanswered questions

"He had been arrested for bank robbery. He was in a cell with six other guys. There were some unanswered questions. I tried to talk to the guys who were in the cell with Don Philips and the person who I talked to on the phone in Flint said that they were facing trial each day and that people were moving in and out and—you know—"virtually impossible."

"There was a grand jury investigation here in Jackson County and the grand jury, after we kicked and raised so much hell I guess, thought they'd better take a look into the Cade case as well."

"We got the grand jury to look at the Cade case and they called about five or six witnesses to testify then they just quietly dropped it."

"I've never been satisfied. And I'm still not satisfied."

Cade is listed as founder in the paper's masthead, and his influence is still felt.

"We would never drastically change

(Continued on page 26)



## SOMETHING COOKING?

**The food experts in "Test-Town, Pa."**  
**get your product off to a good start!**

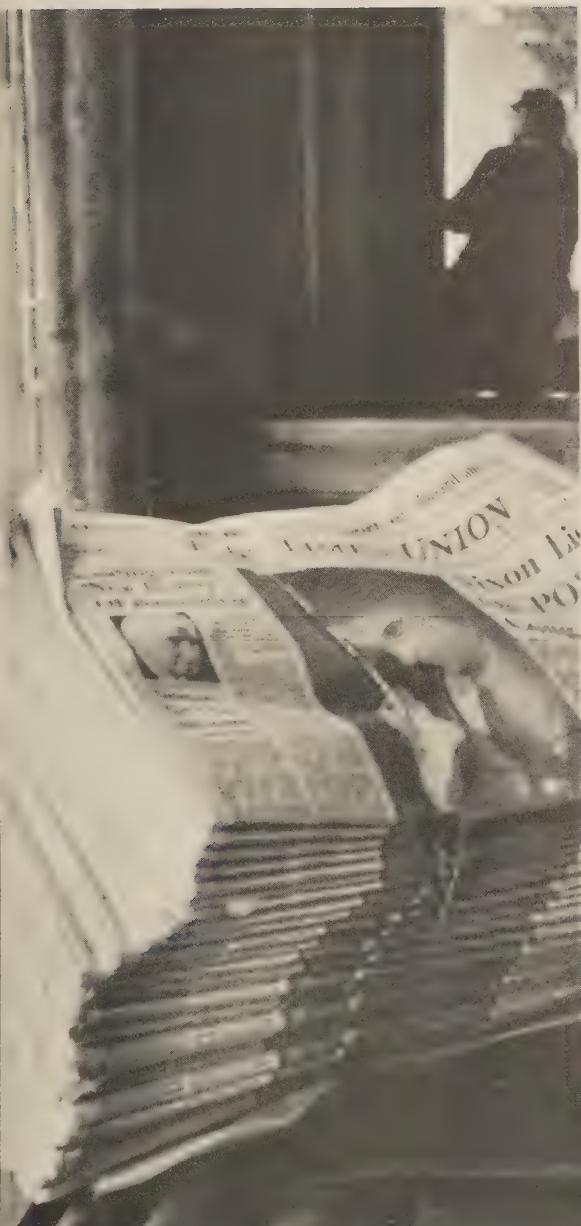
Altoona puts over 35,000 test kitchens at your disposal. They're in the homes of 4 out of 5 families in the market, where people rely on one newspaper for almost all their news, and all their daily buying information.

Isolation from outside metro markets, compact area, typical distribution patterns and convenient shipping—all make testing here easy as apple pie. For speed, reliability, economy, results, it's Altoona—the test that satisfies!

**We deliver Altoona**  
ALTOONA PENNSYLVANIA'S ONLY DAILY NEWSPAPER  
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For information  
on a schedule in  
Altoona, call  
Richard E. Beeler,  
Ad Manager, at  
814-944-7171.

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The best impression you can make.

Kodak products for quality photography—and quality printing.

## Stamp collecting

(Continued from page 14)

issued the largest number of stamps honoring newspapers and journalists. In fact, the journalist with the "mostest" stampic honors is Nicaraguan poet Ruben Dario (Felix Ruben Garcia Sarmiento), who was once a journalist. He has been honored by at least nine Latin nations.

### Argentina leads

Argentina probably leads there in number of newspaper stamps, including two large spectaculairs issued in 1969, for the 100th anniversary of the founding of *La Presna* (10) and *La Nacion*. Everywhere, stamp designers seem to favor the front page of the paper's first issue as the design for its anniversary commemoratives. The first page of the first Finnish newspaper, issued in 1771, is reproduced on the 1971 Finnish commemorative of the 200th anniversary of the press in Finland (11). The actual stamp is so well printed that the text can be clearly read with the aid of a magnifying glass. The front page of the first Baghdad newspaper is shown on the Iraqi issue of 1969 (12), marking the centenary of Iraq's press. One has to search through the catalogs for a different design—the one here, featuring a symbolic bow and arrow, is from India (13). It was issued in 1968 for the centenary of the Calcutta newspaper *Amrit Bazar Patrika*.

Various newspapers-related events have been honored with commemorative stamps. A Japanese stamp issued in 1968 publicized the National Newspaper Week. The design shows a pen made from newspaper stereotype matrix (14). Symbolic newspaper printing and pen form the design of the Korean stamp of 1966, issued to commemorate the tenth Newspaper Day (15). The latest addition to this section of the postal gallery is the 1971 stamp of Belgium issued in conjunction with the 25th congress of the International Federation of Newspaper Editors.

Those interested in forming a collection of "newspaper" stamps will have no difficulty in tailoring it to their individual tastes. There are many "collaterals" and "mechanicals"—stamps issued for the newsprint industry, or for inventors whose contributions are important to newspapers. A good example here is the German stamp issued in honor of Ottmar Mergenthaler (16). Newspaper presses are on many stamps (16A)—there is even a stamp out showing a typesetter (17). This interesting stamp of Israel, showing a 19th century gentleman of the composing room, was issued in 1963 to commemorate the centenary of the Hebrew press in Palestine. It was printed in sheets of 16 stamps with the background of the sheet showing page of first issue of *Halbanon* newspaper, giving each stamp a different background.

There is a wealth of other collateral material available, both American (18) and foreign, to dress up the collection and make it more interesting.

## Ad lineage increased despite ITU strike

Nearly 13 months ago, the ITU (International Typographical Union) went out on strike against the *Chattanooga News-Free Press*. Despite this, the paper published a 24-page edition the first day of the strike, January 24, 1972.

The paper continued to publish, and on the first anniversary of the strike, with the ITU still out, the paper brought in a 60-page edition. Included in those 60 pages were two double truck color ads, and color on seven additional pages. In all, there were 93,411 lines in the January 24, 1973 issue.

The News-Free Press now reports that total lineage rose for 1972, despite the fact of the strike, rose to the highest total in 37 years since the single paper was formed, 17,512,672 lines, a 10.82% increase over the total for non-strike-1971.

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## Home buying guide

A new Sunday feature of the *Lubbock (Texas) Avalanche-Journal* is the "Home Selector Guide," a part of the classified section. One-inch advertisements of residence offers are grouped around the map of the city. Each has a "key" designation that refers to the map on which the house may be located by the "key," in the manner towns are located on a highway map.

**THERE ARE PLENTY OF  
... BUT ONLY HENDRIX**

## **Knight invites outsiders to attend their seminars**

Knight Newspapers will shortly begin a series of seminars at the *Miami Herald*, signed to provide training for newspaper supervisors.

Knight had previously used training seminars for its' own employes, but the success led Knight to establish the KNIT—Knight Newspapers Institute of Training, and open the program to outsiders.

There will be a total of 9 seminars offered, each 4 days in length. The seminars will be hosted by 5 Knight associates: Ron B. Harless, vicepresident personnel at KNI; Douglas C. Harris, KNI's director of manpower development and planning; James E. Wells, training manager of the Miami Herald Publishing Company; William I. Beauchamp, assistant to director of employee and public relations for the Miami Herald Company; and Albert E. Schaffer, executive vicepresident of Byron Harless, Schaffer, Reid & Associates.

Total fee of \$275 will cover the seminars, which will be devoted to Effective Human Relations (March 12-16); Interpersonal and Organizational Communications (April 16-20); Financial Management for Non-financial Managers (April 27); Modern Production Techniques (May 14-18, and July 23-27); Circulation Management (June 4-8); Organizational and Team Development (June 25-29); Training, Developing and Evaluating



A MAJOR PROGRAM to modernize the mechanical facilities of the Marysville-Yuba City (Calif.) Appeal-Democrat has been announced by publisher Robert C. Hardie, shown signing contract for purchase of a new 56-page offset press. Initial phase of the modernization program will cost about \$800,000. The new press scheduled to be delivered in August by the Cottrell Co. of Westerly, R.I., is expected to be in operation in October. With Hardie are representatives of the Cottrell Co., Philip J. Bounds (left) and Paul B. Kissel.

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Your Employees (September 17-20); E.D.P. and the Systems Approach to Problems Solving and Decision Making (October 15-19); and Problem Solving and Decision Making (November 5-9).

The fee includes all material and three meals a day, but not hotels. Participation in each seminar would vary, but the minimum number of applicants is 20 per seminar.

# **VIDEOPRODUCED EDITORS AROUND GIVES YOU A CHOICE ...**

# Civil War reporter's Arch honors war correspondents

By Kathryn Klett

High atop South Mountain in Gathland State Park, near the Frederick and Washington county line in Maryland, stands the War Correspondents Arch dedicated in 1896 to the writers and artists who reported the battles of the War between the States.

This monument is a unique creation with no other like it anywhere else in the world, and it is the only memorial known honoring the newspaper profession.

The monument was planned and built by one of the Civil War correspondents, George Alfred Townsend. The stone memorial was completed seventy-six years ago. Maryland's Governor Lloyd Lowndes spoke at the original dedication on October 16, 1896.

Townsend's Correspondents Arch dominates Gathland State Park standing high on a ridge overlooking the once bloody battlefield of Antietam in the foothills of Maryland's western mountains.

The Appalachian Trail winds its way through the park close to the base of the monument.

(Mrs. Kathryn Klett, who is retired, was a member of the Coatesville (Pa.) Record staff for 37 years.)

To fully appreciate the Arch one must learn something about the man who created and built it.

George Alfred Townsend was a native of Georgetown, Delaware. He was born on January 31, 1841. Most of his life was spent in Maryland and Pennsylvania where he received his education.

## First syndicated columnist

At an early age he became city editor and drama critic for the *Philadelphia Press*. When he was twenty-one he became a war correspondent for the *New York Herald*, the youngest of the civil war correspondents. In this capacity he traveled many roads including a trip to England as a foreign correspondent. In 1864 he returned to his own battle-scarred country covering the remaining battles of the Civil War. Throughout his life he wrote for a number of newspapers all over the country and became the first professional syndicated columnist out of Washington.

Townsend used the pen name "Gath" for the first time in the *Chicago Tribune* in 1868. The first three letters of the word are his own initials. Adding the "H" to make the word "Gath" is now accepted as



having a Biblical reference: "Tell it not in Gath, publish it not in the streets of Askelon", words found in the Second chapter of Samuel.

Townsend wrote twenty-one books during his lifetime but his fame and fortune rested in newspaper work. It was while he was doing research in 1884 on his book "Katy of Cotoctin", a romance of the Civil War from John Brown's raid at Harper's Ferry, that he came upon his future home on South Mountain. He fell in love with the countryside and bought one hundred beautiful acres atop the mountain. Here he erected many buildings including a big

(Continued on next page)

## ... FROM SIMPLE STAND-ALONE VIDEO EDITOR TO TOTAL TEXT



**5200/5200B** A stand-alone editor in both basic and expanded versions. This self-contained device offers powerful editing capabilities under complete keyboard control. Up to 8,000 characters are stored in internal memory and up to 3,000 characters may be displayed on a large 17-inch diagonal screen. All upper and lowercase alphanumerics and symbols for typesetting function commands are clearly readable. Automated features allow the operator to edit characters, words, sentences, lines and paragraphs with a high degree of efficiency. The 5200 series has had more field experience in the graphic arts to prove its reliability and productivity than any other present device.



**5700** A low cost and expandable video system. This mini timesharing system is designed for applications requiring more than one stand-alone video editing device. Up to eight editing terminals can be linked to a fully programmed computer controller. Each terminal displays 1,396 characters with up to 4,000 characters stored in memory. The user may start off with one or two terminals and add additional units to form a larger multi-terminal system as his needs require. The system is expandable to interface with typesetting devices, other computers and a variety of input/output alternatives. The 5700 system is the front end of the powerful Hendrix Text Publishing System.

FOR MORE INFORMATION ON VIDEO EDITORS OR VIDEO EDITING SYSTEMS TAILORED TO YOUR NEEDS

(Continued from page 20)

for entertaining, a structure to house library, a lodge, guest house, servants quarters and stables. All of the main buildings were beautifully furnished. Gathland, as the estate was known, in Ryland's western mountains, was his home from 1886 to 1906.

Also constructed at his mountain retreat was a unique mausoleum which he devoutly wished to be his last resting place. Across the door was carved these words: "Good Night Gath", but fate decided otherwise. Neither Gath nor his wife were buried in the vault.

It was in the 1890's that he planned, with the help of friends, built the memorial to artists, writers and correspondents of the War between the States. Gath found native stone in Hagerstown where men were working on the Baltimore and Ohio railroad. This stone is the base of the material, but the arch also contains red rock from Maryland, blue limestone from the quarries of Winchester, Virginia, and rock mementoes from nearby battlefields.

The big arch is 50 feet high resting on a 40 foot base. A tall tower at the left side overlooks on three small arches in a above a much larger arch. Symbols on the arch are a statue of Pan, the God of docks and harbors and of the woodlands; a relief head of the God Mercury, patron of messengers and travelers. Beneath the head is the word "Speed", suggesting to war correspondents need to speed his story to his readers; a bust of Apollo, God of music, poetry and the fine arts. Two terra cotta horseheads are placed above

the arches and written boldly across the front are the words "War Correspondents".

Inscribed on both sides of the monument are the names of 157 men who saw and described in narrative and picture almost all the events of the four years of the Civil War, men on both sides of the battle, the blue and the gray, proof of Gath's devotion to freedom of the press. Another inscribed phrase hails the reporters thus: "The army correspondents and artists of 1861-1865, whose toils cheered the camps, thrilled the firesides, educated the provinces of rustics into a bright nation of readers and gave incentive to narrate distant wars and explore dark lands."

Townsend left his beloved Gathland in 1906 after the death of his wife, leaving his correspondents arch and a tiny piece of land to the Federal Government. The public-binded citizenry of Frederick bought the rest of the estate and gave it to the state of Maryland on May 13, 1949. The park is jointly administered and the memorial is maintained as a National Monument.

George Alfred Townsend died on April 15, 1914, virtually penniless. His body lies in a Philadelphia cemetery.

During the celebration of the 100th anniversary of the battle of Antietam Maryland's Governor J. Millard Tawes officially designated Gathland as "The National Newspaper Hall of Fame", and at some future date the newspaper profession will be further honored here at Gathland when a building, near the arch, will be erected and expanded to include the names of all war-time newsmen.

The Maryland-Delaware Press Association has already drafted a blue print for the proposed hall of fame. The design includes a giant globe of the world to be illuminated, the free countries depicted in light, the others left dark. While this building is just now in the planning stage Gath's Memorial Arch still proudly stands atop South Mountain overlooking Middletown Valley and Braddock Heights, a war reporters tribute to the Fourth Estate.

## Book donation

The E. T. Leech Collection of Journalism and Communications Books were presented to Duquesne University's department of Journalism on January 22. E. T. Leech was editor of the *Pittsburgh Press* from 1931-49 and the collection of 134 books contains many volumes from the late editor's library along with new books which Press editor John Troan arranged for the Press to acquire. The Press will regularly add to the collection. The Leech books had been in the custody of Gilbert Love, a columnist for the Press.

## Riverfront investment

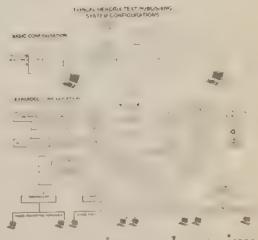
The *Detroit Free Press* will invest \$350,000 in the riverfront development begun by Ford Motor Co. The Detroit River development includes a 70-story hotel and four 39-story office towers. The first phase is scheduled for completion in 1976.

# PROCESSING COMPUTER SYSTEM, ONLY HENDRIX LETS YOU HANDLE

**DS 4000** A low cost self-contained mini editing system. This little system offers many big system capabilities at a fraction of the cost. The DS 4000 includes its own computer, video display, magnetic tape cassette storage for 100,000 characters and the ability to handle up to ten peripheral devices at once. The computer is expandable to 16K and the display can handle 960 characters on its screen at once. Programs are loaded via magnetic cassette and in addition to editing, proofing and correcting functions, the DS 4000 will also handle classified storage and update, text maintenance and label printout, and business programs. All for a base price under \$13,000.



**TPS** Complete on-line copy preparation and editing system. This is the total system for text publishing, handling every operation of generation, retrieval, storage, editing, processing and manipulation of text material with electronic efficiency. TPS links video editing terminals, text storage devices, typesetting units, computers, wire service lines, line printers, OCR input devices, communication modems and other peripherals to form a completely integrated on-line system that controls every aspect of copy handling. The system may also be used for layout assistance, proofreading and business data processing.



LARRY JOSEPH has been named city editor of the *Washington Court House* (Ohio) *Record-Herald*.

HARRIS BORNSCHEUER—named as the *Cincinnati* (Ohio) *Post and Times-Star*'s customer relations manager.

JACK ALKIRE, former advertising director of the *Washington Court House* (Ohio) *Record-Herald*—named general manager of Marting Manufacturing Co. plant.

JAMES E. SMITH, former managing editor of the *Orlando* (Fla.) *Sentinel*—named managing editor of the *Lakeland* (Fla.) *Ledger*.

THOMAS A. KELLY, former sports editor of the *St. Petersburg* (Fla.) *Times*—named managing editor of the *West Palm Beach* (Fla.) *Post*.

MARLYS JANE MATTILA, a former reporter with the *Ketchikan* (Alaska) *Daily News* has joined the news staff of the *Port Angeles* (Wash.) *Daily News* as city reporter.

CLINT CLAYBROOK, former State Capitol reporter for the *Birmingham* (Ala.) *News*—appointed head of the Dept. of University Relations at Troy (Ala.) State University.

EWELL H. REED, publisher of the *Arab* (Ala.) *Tribune*—elected president of the Alabama Press Association.

TERRY MICHAEL, former environmental reporter for the *Champaign* (Ill.) *News-Gazette* is now press secretary to the Democrats in the Illinois House of Representatives.

**SCAN MAGAZINE** has been published by ACB since 1954. It is the "Reader's Digest" of advertising & marketing. Reports creative selling ideas. Read by newspaper publishers, ad agencies, advertisers, stores. Sent free monthly to executives of papers using ACB Checking Proof Service. It builds national and local newspaper lineage.

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ARTHUR E. MCKENZIE, former business manager of the *Bangor* (Me.) *Daily News*—named manager-treasurer. RICHARD J. WARREN, former assistant publisher, is now assistant general manager-assistant treasurer.

MRS. ROSA MATESKY, appointed managing editor of the *Farmington Valley Herald*, Simsbury, Conn.

DICK PARRAGA has been appointed advertising manager of the *Concord* (Calif.) *Transcript*. He was formerly a staff advertising salesman with the *Contra Costa Times*. GENE COKER has been appointed as circulation manager; RAWLEY PETERS has been named assistant circulation manager.

CHARLES ALLEN, former classified manager of the *Dubuque* (Iowa.) *Telegraph-Herald* has been appointed retail advertising manager. ORVILLE HAMMERAND, formerly a classified advertising sales representative was appointed area sales manager for the newspaper's advertising departments.

DON MILLER, *Elyria* (Ohio) *Chronicle-Telegram* outdoor editor, has been renamed a director of the Outdoor Writers of Ohio.

## UPI names Wessels

A United Press International photographer and picture executive, Hugo Wessels, has been appointed manager of the UPI newscictures operation in Washington, D.C. He will also serve as picture editor of the service's Mid-Atlantic Division based in Washington.

Wessels, 34, succeeds George Gaylin, who has retired after heading the Washington picture bureau for the past 35 years. Gaylin, 63, directed all picture UPI coverage in and around the nation's capital during the administrations of Presidents Roosevelt, Truman, Eisenhower, Kennedy, Johnson, and Nixon.

## Hall of Fame approved by S. Carolina Press

A Hall of Fame to honor distinguished men and women whose careers were on newspapers has been approved by the South Carolina Press Association.

Nominees for the Hall of Fame must have been dead for at least four years. They may be persons who have achieved prominence on newspapers in South Carolina, regardless of place of birth, or they may be native-born South Carolinians whose careers were on newspapers outside the state.

A permanent plaque will be placed at the College of Journalism at the University of South Carolina with those selected each year being added to the plaque.

ROBERT A. BLOSS, a former sportswriter for the *Norristown* (Pa.) *Times-Herald* named merchandising manager of the national ad department, TV Guide.

JOHN T. MENNENGA has been promoted from manager of research and promotion for the *Corpus Christi* (Tex.) *Caller Times* to manager of R & P for the entire Harte Hanks chain.

DAVID B. WRIGHT—named assistant business manager of the *Indianapolis News and Star*.

DONALD J. FOLEY, the former publisher of the *Lake County* (Ill.) *Leader*, named clerk of the Lake County commissioners.

IRVING KAGAN, former classified ad manager of the *New York Post* named national advertising director of *El Diario, La Prensa*.

STUART KEATE, publisher *Vancouver (B.C.) Sun* has received a humanitarian award from the Vancouver Chinatown Lions Club.

DAVE KIRKPATRICK named retail ad manager, *Ft. Myers* (Fla.) *News-Press*. He had been on the ad staff of the paper.

MARY J. HORNACEK, an Owosso (Mich.) HS junior, appointed youth editor of the *Owosso Argus-Press*. GALE KLINKOSKI, also a student, has been assistant editor of the weekly page, which is produced by young people.

HOWARD H. FITZGERALD II, the former publisher of the *Pontiac* (Mich.) *Press*, named general manager of the *Hillsdale (Mich.) Daily News*.

BRENDA J. ANSELENE has joined the *Clarksburg* (W.Va.) *Exponent* as police reporter.

ROBERT H. ROWLEY, the general manager of the *Lake Geauga* (O.) *Printing Co.*, publishers of three Ohio papers, named vicepresident of the Rowley Publications.

ASA BUSHNELL, a former political writer named assistant ME, succeeding DAVID N. MITCHELL, named editor of the *Tucson* (Ariz.) *Daily Citizen's Ole!* magazine. Bushnell will continue as editorial page columnist.

JACK SHARPE named real estate ad supervisor of the *Cleveland Press*. He replaces JOHN RYAN JR. who has been appointed GAM of the *Evansville* (Ind.) *Press and Courier*.

N. S. (BUDDY) HAYDEN, publisher of the *Huntington* (W.Va.) *Advertiser* and the *Herald-Dispatch*, named "outstanding Young Man of the Year" by the Huntington Jaycees.

HAROLD STOOLBERG, city circulation manager, named circulation manager of the *Milwaukee Journal*.

# n the news

OBERT A. FORD has been promoted president of the South Jersey Publishing which publishes the *Atlantic City J. Press*. Ford succeeds DONALD S. LOR, the chairman of South Jersey's ent Abarata, Inc. CHARLES C. REYNOLDS, Editor, named vicepresident. Ford been general manager; Reynolds will tinue as editor.

JOHN F. SCOTT, former Charleston, W. newsman, named assistant executive secretary of the West Virginia School irds Association.

AWRENCE W. CARROLL, formerly with *Peoria (Ill.) Journal Star*, appointed Fresno (Calif.) correspondent.

STEPHEN H. AHRENS, city editor, named editor of the *Boise (Ida.) Idaho tesman*; JERRY C. GILLILAND named city tor, and CARL A. MILLER, night city or. Gilliland had been editorial room cutive assistant, and Miller had been h the *Burley (Ida.) Herald Bulletin* & the *Idaho State Journal*. JAMES GOLD the former night editor, has joined nett News Service in Rochester.



Ahrens



Robinson

WILLIAM SWING, former *Portland Oregonian* reporter, has joined KATU radio, Portland, as assignment editor.

GEORGE KRAUS, former *Williston (N.D.) Herald* city editor, promoted to public re- lations manager, Northeast area, for Southern Pacific RR.

Corection: ROBERT J. WHITE, of the *Minneapolis Tribune*, has been named associate editorial editor, not editorial editor as previously reported by E&P.

JAMES E. ROBINSON appointed production manager to succeed the late Thomas F. Lanford by the *St. Paul (Minn.) Dispatch* and the *Pioneer Press*. Robinson is currently production manager of the *Topeka (Kans.) Capital-Journal*, and director of production of Stauffer Publications.

JOHN M. MOLLEY, city editor, named ME at the *Kingsport (Tenn.) Times-News*.

DUKE KAMINSKI, chief of the *Philadelphia Inquirer* Harrisburg bureau, elected president of the Pennsylvania Legislative Correspondents Association.

JOHN IMPOLA has retired as ME of the *Seattle (Wash.) Daily Journal of Commerce*, after 24 years.

JOHN MCGANN retired as production manager of the *Wheeling (W.Va.) News-Register*.

PAT STEWART, a sophomore from Johnstown, Pa., named editor of the Penn State University *Daily Collegian*.

A new alignment of executives in the corporate structure of the Reading Eagle Co., publisher of the *Reading (Pa.) Eagle* and the *Reading (Pa.) Times* have been announced. The new alignment includes: Hawley Quier, chairman of the board, chief executive officer and publisher; Mrs. Harrison F. Flippin, vicechairman of the board and treasurer; William J. Rohn, president and general manager; James C. Flippin, vicepresident and secretary; William S. Flippin, vicepresident and assistant publisher; William J. A. Rohn, business manager, and Thomas A. Gannon, comptroller.

FRANK EDWARDS has called it quits as circulation manager of the *Vancouver (B.C.) Sun*. He began lugging papers for the Sun in 1925. DON GRIEVE, who has been associated with the Sun circulation department for 25 years, has been named to succeed Edwards.

WALTER HEMPTON, previously director of production for the *Wilmington (Del.) News Journal*, has moved to the *Detroit Free Press* where he will assume new duties March 12 as director of operations.



YOUTH AND TRADITION are represented here in these three students of Southwest Texas State University who are helping the San Marcos (Tex.) Record prepare for daily publication in April. At the left is Mary Henkel, sophomore and daughter of Mr. and Mrs. C. M. (Cap) Henkel Jr. of the Refugio County (Tex.) Press. John Hudson (center), also a sophomore, and the son of Mr. and Mrs. Harold Hudson of the Perryton (Tex.) Herald. At the right is Vicki Killgore, daughter of Mr. and Mrs. John Killgore of the Rosebud (Tex.) News. "We're grateful to have these newspapering families represented on our staff," said editor Tom Buckner. "They've added a lot of enthusiasm and know-how to our production."

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NATION-WIDE PERSONAL SERVICE



Al Paglione's study of Irma Manahan, 89-year-old chairman of a senior citizen housing project, made the Sunday magazine cover with another photo of the sprightly lady doing push-ups.



Seven-year-old Carla-Jean Ebenstein takes boxing lessons and slugs it out with her brother Barron, on the Family Living page of The Record. Photo by Al Paglione.

## New assignment idea succeeds

By Lenora Williamson

Just a year ago, a staff photographer volunteered to inaugurate a new "Special Assignment" idea at the *Hackensack (N.J.) Record* in which he would set his own hours and days off and be completely removed from the normal daily photo schedule.

Ground rules were drawn up for the new assignment category, and now based on the first year's experience, the "S.I." program in the photo department is being continued.

"Special Assignment" was worked out by two assistant managing editors, Bernard J. Buranelli and Jerry O. Bellune, and Chief Photographer Robert Brush.

Bear in mind, Brush cautions, "Special Assignment" may not be suited to every photographer and certainly not every photo staff.

The beginning ground rules presented to the staff were that anyone would be eligible for any period of time over two or three months. The photographer would be off the normal schedule, including spot news. He would set his own hours and days off. He would work closely with Buranelli, the theater editor, arts editor, family living editor and the Sunday magazine editor. He would work from their photo assignment requests and make up his own when necessary. If his workload were to get too heavy, the regular photo staff would help cover assignments in his area.

### Time and freedom

"What we did was to give the photographer authority, freedom, time, and the right to do something the way he felt it should be done," Brush explained. "A problem every photographer feels strongly about is TIME. Because of Special Assignment the time is there and so the candid close-up develops into a fine photograph."

At the same time, the regular staff of eight other photographers would cover assignments for the six daily editions of *The Record* plus the sports page, business page, church page, etc. Any staffer at any time may contribute to *at Ease*, the magazine, and to "Insight" space set aside on the letters page on Sundays. The newspaper pays extra for these two if the contribution is not on regular assignment, and done on one's own time. "Insight" is open to amateurs, staffers and other professionals.

The current holder of the Special Assignment is Al Paglione, who thinks the whole idea is "really great." Al is so sold on the assignment that his time had run beyond the originally planned period of 3 months. James V. D'Alba, who held the assignment prior to Al, thinks he'd like to have another go at it too. The first S.I. photographer, Stuart Davis, a 20-year veteran on the staff, said the assignment "begins to cast off the mold the desk puts you in. The direction you take is your own rather than that boxed in feeling we come

now." Davis, who did a photo story on clinging, has got so interested in the project that he has just left the paper to go into the bike business himself. D'Alba thinks "a chain-link of benefits flows from the program: The added time per assignment results in more expressive pictures and more creativity. They, in turn, are shown at their best in planned layouts offering added space." This is for the "continually novel workstyle" compared to "snap-run, snap-run schedule."

D'Alba, when asked if he goes back to root or fill in, said he didn't do too many, but that Al might. "He's a fusspot; he's beautiful—he just sees things differently."



Jersey Meadowlands art by D'Alba for a day magazine story on Willie Royka, who supports his family by reclaiming junk from the area.

Jim likes fashion photography, and Al, he confessed he didn't care too much for it before, now takes a whole new view of it, home and family living pages . . . and fashion.

Doing normal staff work, Al says he doesn't gamble on ideas, but with the chance and time element on S.A., "I can take a chance and if it doesn't work out I go back and do it over. Many times, I just to get a new angle or to be there at a different time of the day or night." He mentions having come in the night before from a 12 midnight to 3 a.m. stint shooting the nightly clean-up of the Lincoln Tunnel. He had gone by earlier in the day but that "wasn't great art," so the early morning hours were his story.

#### Like 'a new man'

Al says he can feel disappointed, and suddenly if he "hustles" and comes across something on his own ("I'm always shooting.") then "I feel like a new man."

Photographers themselves are to blame for some of their frustrations and problems, he declares. They hang around instead of "getting off their butt" and look-



Time spent hanging around the doughnut shop yielded Paglione's photo coverage for an *At Ease* magazine feature on the great American treat.

ing for ideas. The majority of his awards have been for photos not on regular assignment, and he thinks the added time and interest "and trust" from the news executives as exemplified in S.I. is all to the good.

For one thing, he adds with the system, the paper can have a photographer "all the time" because there is one who's time is flexible. If something "comes up fast, somebody big comes in town or New York, you can shake-up assignments." Of course, he points out, there are ups and downs. "You have to adjust to different hours—not a regular work day or regular days off."

Jim D'Alba thinks maybe the longer

assignment to S.I. is better too. "Four or five months gives a change of seasons . . . fashions, gardens . . . more scope."

Al is finishing up some stories that he still has around, and then the new man, Clarence Davis thinks he'd like to try the special assignment.

Bob Brush, who's been with The Record 16 years and was named chief photographer last year, emphasizes the time element is not rigid. It's volunteer for the man such a flexible, challenging schedule would suit. But it's definite that Bob Brush feels that for those who want to try, the benefits to both photographer and The Record—and the readers—are exciting and rewarding.



James D'Alba interprets Salvador Dali's lecture during a press conference for a Lively Arts page.

# Financial Briefs

Knight Newspapers, Inc., in 1972 reported revenues, earnings and operating profits at all-time high levels. And the fourth quarter of 1972 was KNI's most profitable quarter on record.

For 1972 the records were:

Revenues, up 14.4 percent at \$310,428,000, compared with \$271,354,000 in 1971;

Net income, up 30.5 percent at \$20,813,000, compared with \$15,943,000 in 1971;

Earnings per common share, up 30.7 percent at \$2.00, compared with \$1.53 in 1971.

The fourth quarter highlights were:

Revenues of \$85,485,000, up 12.7 percent from \$75,857,000;

Net income of \$6,990,000, up 32.9 percent from \$5,261,000;

Earnings per common share of 68 cents, up 33.3 percent from 51 cents.

James L. Knight, board chairman, said: "The significant operating highlights of the fourth quarter were: Over-all advertising lineage increased 9.6 percent. Circulation was up 33,000 daily and 35,000 Sunday. KNI's gain (1.4%) exceeds the annual industry average.

"In KNI's competitive markets of Detroit and Philadelphia our newspapers gained share of field in both circulation and advertising.

"A special three-month effort by KNI's advertising sales staffs added 2,499 (13.6%) more contract accounts to our advertising base.

"During the year our emphasis was on personnel, training, product improvement, financial controls, marketing and new technology. The technological revolution that is sweeping the newspaper industry is still in its early stages and Knight Newspapers, Inc., is maintaining its position as one of the leaders."

\* \* \*

Times Mirror net income increased 20% in 1972 to reach an all-time high as re-

venues rose to a record \$611.1 million, Dr. Franklin D. Murphy, chairman of the board, reported February 13.

Net income for the year ended December 31, 1972, amounted to \$42 million or \$1.25 per share, compared with 1971 income of \$34.9 million or \$1.04 per share.

Revenues were \$611.1 million in 1972, compared with 1971 revenues of \$523.8 million, an increase of 17%.

Commenting on the 1972 results, Dr. Murphy stated that all operating groups participated in the Company's record performance, with forest products and newspapers contributing the major gains.

Net income for the final 12 weeks of 1972 reached \$13.6 million or 40 cents per share. This compares with \$11.4 million or 34 cents per share for the last 12 weeks of 1971.

Revenues for the fourth quarter amounted to \$164.7 million in 1972, compared with \$143.5 million in the same period of 1971.

\* \* \*

Post Corporation, Appleton, Wisconsin, reported this week 1972 earnings of \$1,783,895 or \$1.90 per share, compared with \$1,427,390 or \$1.84 in 1971.

Including realized capital gains of Post's insurance subsidiary, All-Star Insurance Corp. of Milwaukee, 1972 earnings were \$1,923,295 or \$2.05 per share, compared with \$1,460,207 or \$1.88 per share the previous year.

Post reported increased earnings from both its media and insurance businesses. The newspaper, broadcasting and miscellaneous operations contributed profits of \$1,248,399 compared with \$973,504 the previous year, while All-Star Insurance Corp. contributed \$563,946 compared with \$483,069 in 1971.

Earnings before capital gains were 25 per cent ahead of the previous year. Per share earnings were up only 3 percent because the company issued 175,000 new shares in late 1971 in connection with a public offering.

Net Income of The Interpublic Group Companies, Inc. and its subsidiaries for the year ended December 31, 1972 total \$6,268,000 or \$2.38 per share, up 26 per cent from earnings in 1971 of \$4,976,000 or \$1.94 per share before the special credit or \$550,000 or 22c per share. Billings for 1972 were \$904,315,000, an increase of \$48,526,000 or 5.7 per cent over 1971.

## Southland is expanding paper mill in Houston

Construction has begun on a multi-million dollar expansion at Southland Paper's Houston mill. The mill expansion includes a new paper machine and building capable of producing 200,000 tons of newsprint annually.

It is the third paper machine at the Houston mill, and when completed in 1974, will give the company an annual production capacity of 795,000 tons of pulp and paper products including 620,000 tons of newsprint.

Southland has mills in Houston and Lufkin and is the second largest producer of newsprint in the United States.

## Weekly editor

(Continued from page 16)

our editorial policy. We could never become a hippy type newspaper, or a black panther type paper, or Black Muslim type paper," Wade said.

There have been changes in the paper: offset printing, new used equipment, new homemade light table for layout and a greater stress on national news.

"There are so many things going on around the world and around the country that effect black people—I think pretty severely in some cases—like the welfare plans of the current administration. We give preference to national news."

Local news is still welcome and the Blazer gets news stories and features from its readers, from part time staffers, and old friends and contacts in the community.

"We have changed the daily paper's attitude toward news coverage of the black community. There was a time when fire bombs could be thrown from house to house, big things could happen in the black community, at least things that black people felt were big, and nobody would show up.

"Maybe it's just that times have changed but now we get pretty good coverage of the black community."

At 31, Wade is still a young publisher with plans to expand the Blazer to Lansing and convert to free distribution.

"I don't think you should have to pay for the paper," he says, "It's the old journalism thing that people have a right to know."

The Blazer has pursued the people's right to know for ten years, in spite of lean budgets and tragedy, without missing an issue. Its plans are to continue in the tradition of its founder.

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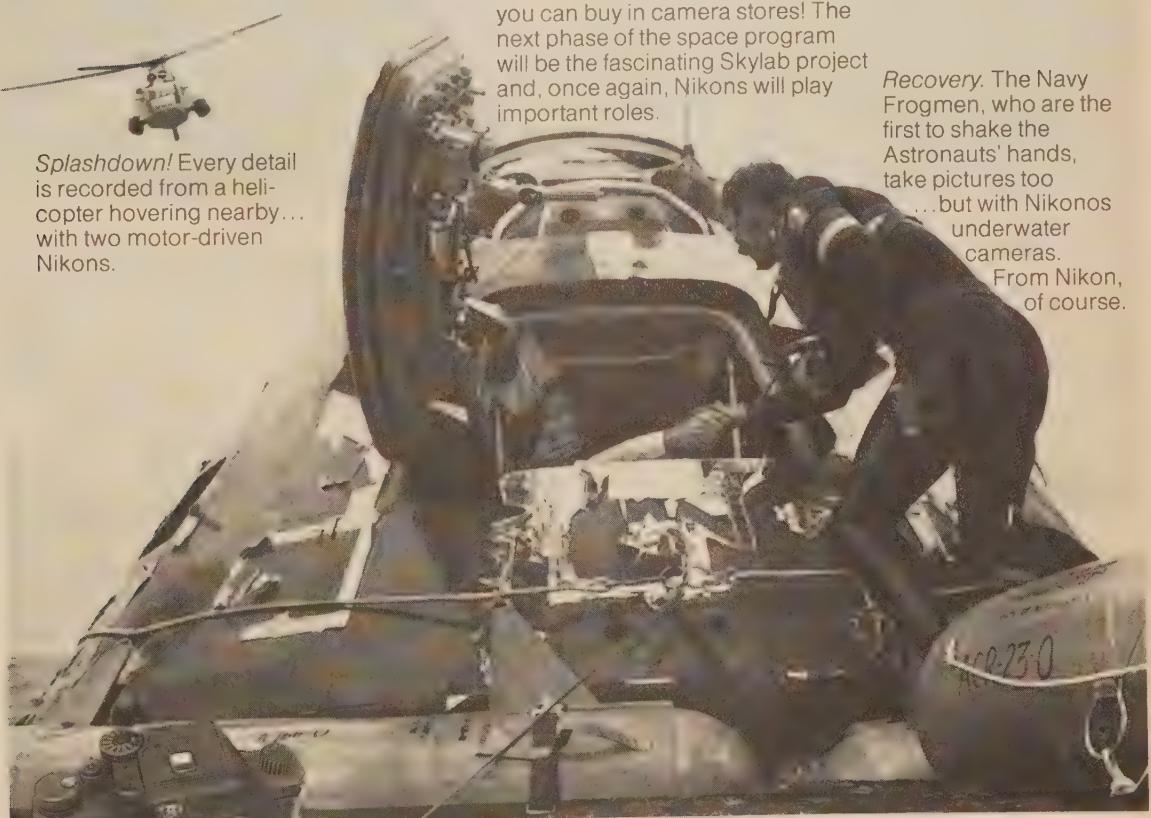
*Blastoff!* And something like 1500 Nikon Cameras begin firing. No photographers are allowed closer than three miles, so many of the cameras are triggered by light-sensing devices. As usual, 7 out of 10 cameras covering the space shot are Nikons.

## Nikon: from countdown to splashdown

*In space.* The Astronauts themselves use Nikon Cameras, and other Nikons are fixed in place for use in scientific experiments. All of them are virtually identical to the Nikons you can buy in camera stores! The next phase of the space program will be the fascinating Skylab project and, once again, Nikons will play important roles.

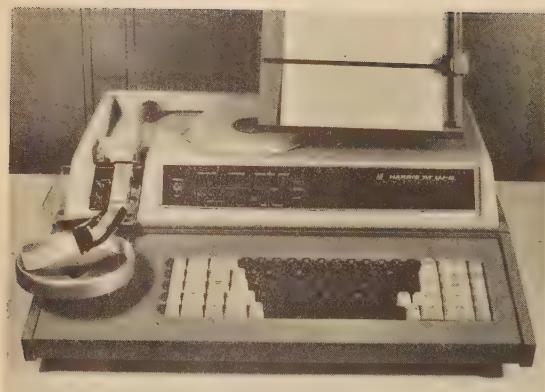
*Recovery.* The Navy Frogmen, who are the first to shake the Astronauts' hands, take pictures too ... but with Nikons underwater cameras.

From Nikon,  
of course.

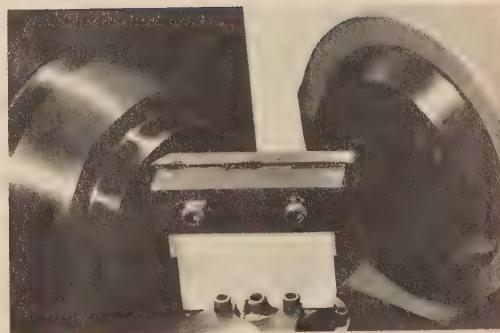
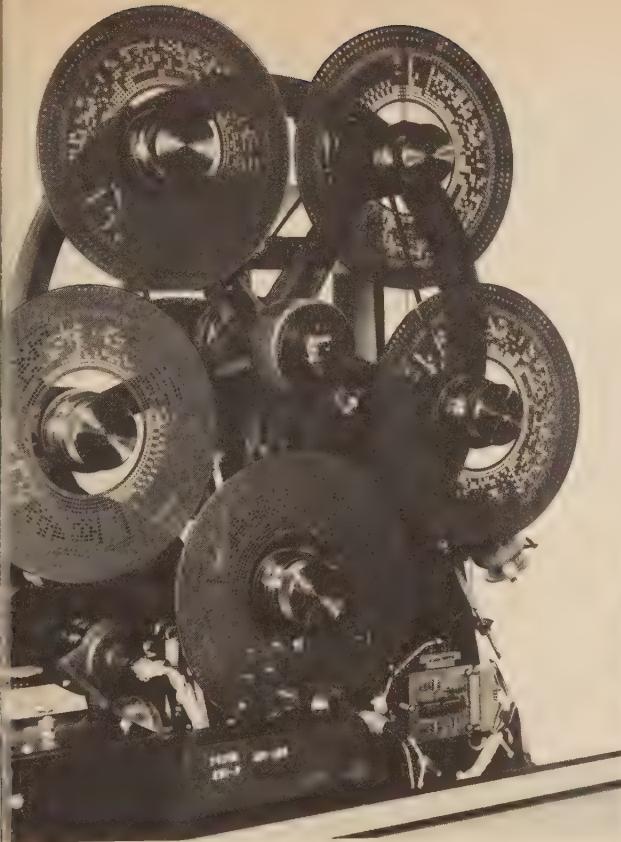


Most serious photographers, earthbound and otherwise, choose Nikon for matchless versatility and incomparable quality. Good reasons for you, too. At your dealer, or write, Nikon Inc., Dept. EP, Garden City, N.Y. 11530. Subsidiary of Ehrenreich Photo-Optical Industries, Inc.  (In Canada: Anglophoto Ltd., P.Q.).





## The Harris Fototronic TxT:



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The versatile Fototronic TxT sets text on film or paper at the rate of over 150 clean, crisp lines a minute.

For display, its five discs have 1200 characters available, ranging in sizes from 5 through 72 point. And it gives you intra-line size and type face mixing, kerning and reverse leading. You have a wide choice of type faces available from the extensive Fototronic type library.

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Information Handling*

# Promotion

By George Wilt

## SMALLER NEWSPAPERS NEEDS OUTLINED IN STUDY

Newspapers in the 10,000 to 30,000 circulation area aren't much different from those with much larger circulations, according to a survey conducted by INPA under the direction of John Mauro, research director of the *Tampa (Fla.) Tribune* and *Times*. The study also showed that smaller dailies are aware of the importance of promotion, research and public relations.

Newspapers in the survey bracket (455 newspapers surveyed, with 173 responding for a return of 35 percent) seem to be ambitious, according to findings of the study. They want to expand their market area, and most have done some kind of promotion or other, but with a tendency to rely on the head of the department for information or leadership in his field.

A great many of the responding newspapers provide standard marketing data on population, sales and other data. But a substantial number (40 percent) provide data more difficult to obtain, such as shopping habits, and advertising effectiveness.

The object of the INPA survey was to measure the promotion and research needs of newspapers in the circulation area surveyed.

A majority of the newspapers surveyed feel they need more information and help in most fields of promotion and research: Advertising sales presentations, 70 percent; circulation promotion 62 percent; in-paper advertising, 58 percent; readership surveys, 55 percent; carrier promotion, 54 percent; and market data 54 percent.

### Competitors named

Newspapers in the survey group are divided on who is their biggest competitor for advertising dollars. They named radio, other newspapers, television and shoppers in that order.

INPA researchers who conducted the survey, under Mauro's direction, included Robert Bulla, *Phoenix Republic & Gazette*; Gerold Zarwell, *San Jose Mercury & News*; Philip Stout, *Oklahoma City*

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*Oklahoman and Times*; Glenn Roberts, *Des Moines Register & Tribune*; Thomas Jung, *Dallas Morning News*; Warren Engstrom, *Media General, Inc.*; Joe Cardwell, *Birmingham News* and *Post-Herald*; and Keith Bull, *Toronto Star*.

Data on the survey is available from INPA's headquarters, P.O. Box 17422, Dulles International Airport, Washington, D.C. 20041.

\* \* \*

**FOCUS ON LIFE**—To promote its color or photographic coverage, the *Houston Chronicle* has made a mailing of a portfolio, "Focus on Life." Enclosed are full color reproductions of the favorite color photos of eight staff photographers. The text concludes: "Each man submitted a picture that either dealt with the threat to life today or the job of preserving life for the future."

\* \* \*

**RETIREMENT**—When Willard Horsman, the general manager of the *Bloomington (Ill.) Daily Pantagraph* retired recently, promotion manager Dale Laskowski put together a full-page in-paper ad wishing him good luck and happy retirement, signed by more than 200 of the Pantograph's employees in their own signatures. A touching tribute, indeed.

\* \* \*

**DAVIS CUP**—The Davis Cup, symbol of international amateur tennis competition, was recently exhibited at the *San Mateo (Calif.) Times*. The 72-year old, 396-pound trophy and inscription-laden tray was shown at the newspaper, and subsequently at San Mateo Shopping Centers, through the arrangements of Erik van Dillen, member of the winning Davis Cup doubles team, and through the courtesy of the U.S. Lawn Tennis Association.

Van Dillen is the son of Babes (van Dillen) Clinton, wife of Times editor and publisher J. Hart Clinton. Following the San Mateo showings, the cup was exhibited in the home cities of other Davis Cup team members.

\* \* \*

**BIG WINNER**—Russ Goyette of P. Lillard was the big winner among the more than 600 who attended the 27th annual Shrimp Party in New York hosted by the *New Orleans Times-Picayune* and *States-Item*. Russ won a stereo tape deck. Twenty other prizes of cameras and radios were also presented. The New Orleans

Newspapers also staged their shrimp and jazz bashes in Atlanta, Chicago and Detroit.

\* \* \*

**SYNDICATED SUPPS**—"You miss many important markets when you buy syndicated supplements," says a booklet produced and distributed by Branham-Moloney, Inc., newspaper representatives. Included is a list of metro areas and their net coverage, and showing where group supplements fail to adequately cover or deliver a disproportionate coverage of households. Another table shows additional recommended publications to achieve 50 percent or better coverage. Write Joe Lafferty at Branham-Moloney's New York office, 777 Third Ave., New York, N.Y. for a copy.

\* \* \*

**CLASSIFIED**—The *Baltimore Sun* papers have turned out a handy, pocket-sized booklet, "How to get even better results from your classified ads," complete with copy ideas for most classifications, along with some do's and don'ts and checklists. If you'd like a copy, drop a line to Davis Lee Kennedy, marketing and advertising promotion manager, the Sun, Baltimore, Md. 21203.

\* \* \*

**GLASSES**—The *Detroit News* and its readers will be celebrating the News' 100th birthday in 1973 with sets of handy-some centennial glassware.

The 12-ounce glasses show different News Historical front pages, and a bright red centennial insignia. A four-glass set, selling for \$3, shows front pages headlined: First Issue of the News, Prohibition out (1933); Atomic Bomb (1945); and Tigers Win (1968). If you order an eight-glass set at \$4.50 you also get: San Francisco Earthquake (1906); Lindbergh in Paris (1929); Stocks at new low (1929) and Footprints on the Moon (1969). Individual sets can be ordered from the News, c/o. Centennial Glasses, P.O. Box 2318, Detroit, Mich., enclosing a check in the proper amount.

\* \* \*

**CALENDAR**—The *New York News* came out with its front page calendar again for 1973. For each day in the current year, the front page—pictures, headlines, weather report and all—is shown for the same day last year. A table of the big stores since 1924 is also included. If you want a copy write Paul Martin at the News. If the supply holds out, he'll send you a copy.

•

## Join USSPI

The News Recorder Publications, Worcester, Mass. have joined U. S. Suburban Press Inc.'s national advertising network of suburban newspapers. The group publishes nine separate editions covering 23 townships encircling Worcester.

## Two join PAMM

Bottinelli & Gallagher Inc. announces the expansion of the PAMM Group of newspapers in metro/suburban Pittsburgh to include the *Washington Observer Reporter* and *Beaver Falls News Tribune*.

# aper drops unday comics ut costs

The Coffeyville (Kans.) *Journal* stopped its colored Sunday comics Feb. 4 after carrying them for 25 years. The *Journal* had been carrying a six-page Sunday comic section with 15 comic strips plus a panel on patterns. The *Journal* is an offset newspaper with 10,300 circulation in a competitive area of Southeast Kansas and Northeast Oklahoma.

The *Journal*'s three principal competitors, the Bartlesville (Okla.) *Examiner*, the *Independence* (Kan.) *Reporter* and *Parsons* (Kan.) *Sun* all feature Sunday comic sections.

The newspaper had been receiving its comics from Southwest Texas Dailies. The *Journal* carried announcements of times prior to the fact that the comics would be cancelled and that the cancellation was irrevocable.

The announcement by publisher R. M. Eaton said the reason was decreased readership of Sunday comics plus rising expenses, particularly the cost of newsprint.

Eaton told *Journal* readers that the paper had rejected the idea of a subscription price increase while they also were fighting rising prices due to inflation.

The underlying motive, not stated in the announcement to readers, was the *Journal*'s desire to produce a better newspaper with more local and regional news. This, of course, requires manpower, which costs money. The paper now has an editorial staff of nine people.

Our thinking was that the cost of Sunday comics could no longer be justified in terms of our goals for improving the content of the newspaper. So they were dropped," said Dan Hamrick, editor of the *Journal*.

And despite the worst fears expressed over the decision was made, our readers accepted the decision with a minimum of complaints.

To this point, eight days after the comics were dropped, there has been only one cancellation. There were 11 complaints. And two readers praised the newspaper's action.

Most of those who did complain asked why we did not drop a Sunday television magazine instead. This magazine was born last September and is printed by the *Journal*. We will write these readers, in instances where we have names and addresses, that the Sunday magazine costs only a fraction of the Sunday comics and at it produces revenue."

The *Journal* is continuing its daily comics, which are comprised of 10 strips and two humor panels, Hamrick said.

## Offer Kennedy series

A 5-part newspaper series of excerpts from a new book "The Kennedy Neurosis" is being distributed by the Chicago Tribune-New York News Syndicate. The book is by Nancy Gager Clinch.

EDITOR & PUBLISHER for February 24, 1973

## Editor and GM named at King

Neal B. Freeman has been appointed editor and Joseph F. D'Angelo, general manager of the King Features Syndicate Division of the Hearst Corporation, it was announced by Richard E. Berlin and Frank Massi, president and executive vicepresident of the Hearst Corporation, respectively.

It is expected that both appointees will shortly be elected vicepresidents of King Features.

Freeman joined King in 1968 and was appointed executive editor the following year. Prior to his association with King, Freeman was assistant to the president of the Washington Star Syndicate and held various executive and editorial positions with other publishers.

D'Angelo joined King in 1965 as assistant treasurer and controller. In 1968, he was appointed business manager and, under the syndicate's general management, was responsible for its business operations.

Before joining Hearst, he was treasurer and controller of international operations in Panama and Puerto Rico for the Borden Company.

## Zack Mosley retires and so does strip

"Smilin' Jack" will be discontinued as a comic strip on April 1 with the retirement of its creator Zack Mosley, who is 66.

The strip at its peak had over 200 newspapers, but is now down to 15 in the United States and equal number in Latin America, according to the Chicago Tribune-New York News Syndicate.

Mosley, as a young art student in Chicago fresh out of high school in Oklahoma, spent spare time hanging around the Chicago airport looking for material for a comic strip with an aviation theme. He went to New York in 1933 with sample drawings, and Capt. Joseph Medill Patterson of the *New York News* engaged him to draw a Sunday page.

The week before (February 10) the syndicate announced that "Terry and the Pirates," also an aviation adventure strip, would be discontinued on February 25. The *New York News* ended the strip in mid-adventure on February 3. The newspaper reportedly received only a few complaints.

Cartoonist George Wunder attributed the drop in popularity of Terry and his well known characters to television. "People just don't seem to follow continuity strips any more the way they used to. They get an average of three to four complete stories a night off the boob tube. There's no reason why they should hang around anywhere from 8 to 12 weeks to find out just how one story came out."

He also attributes the popularity decline to the Vietnam war. Terry was a W.W. II fighter pilot with the image of the square-jawed young men on a new frontier while the Vietnam fighter pilot's image had changed to that of droppers of napalm on women and children.

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The new Star Copy Processing System (CPS), designed and developed by Xylogic Systems Inc., combines the most advanced electronics with software to provide automatic processing and composition of all newspaper copy. Headline and text material may be fed into the system directly from on-line keyboards, from press wires, or from punched tape.

At the heart of the new modular-designed Star CPS is the CompStar 191 phototypesetter with its standard 8K memory expandable to 12K.

## What the Star CPS means to newspapers

- Automatic processing of news matter, display ad text, and classified ads — to promote increased editorial control, improve page makeup efficiency and overall quality, and to significantly reduce composing room costs.
- Classified Ad Sort/Merge for column makeup of the classified section. Ads are sorted (skips, deletes, insertions are automatic) and set in type.
- Complete elimination of paper tape for input or output, or its selective use, as desired.
- Advanced copyfitting feature which test justifies any copy upon request and reports the length of material in lines and its depth in picas and points.
- Modular configuration which permits future expansion and eliminates system obsolescence.

The Star CPS gives the user complete control of the entire editorial and production copy processing cycle. It lets him generate original copy, edit, format, and view the end product before setting type.

No other copy processing and composition system has this total capability.

## Here's how the Star CPS operates:

### INPUTS

Simultaneous direct input of class ads, display ad text, and news matter — directly off press wires, office typewriters, video display terminals, OCRs, and high-speed paper tape readers.

### CENTRAL CONTROL UNIT

Dual 16-bit computers which coordinate the activities of all devices in the system; fixed head disc memory for text and program storage.



Star Graphic Systems, Inc.

P.O. Box 1568  
South Hackensack, N.J. 07606  
Phone: 201-489-0200  
Telex 134446 Cable STARPARTS



## Featuring the CompStar 191

The CompStar 191 phototypesetter is an integral part of the Star Copy Processing System (CPS) . . . but it also can be used as a stand-alone, programmable, computer-controlled phototypesetting system for both newspaper and commercial operations. The built-in versatility of the 191 means the system can produce both text and display matter in type sizes from 5½ to 48 point with a typeface capacity of four, six, or eight 110-character fonts with full mixing capabilities at speeds up to 150 lpm.

The sophisticated system software and standard 8K memory provide the typesetter with up to

27 separate typesetting functions included in the cost of the machine, either automatically under tape command or manually through panel switch selection. This basic 8K logic is expandable to 12K on new machines and via field installation on existing machines.

This allows greatly expanded hyphenation and format storage capabilities, up to 20 tabular columns, with quadding within each tab column — all accessed via tape command. In addition, there are short and expanded foreign language hyphenation programs.

For complete system specifications on the CompStar 191, call or write Star Graphic Systems and request your copy of the latest CompStar brochure.

### EDITING

Simultaneous editing capabilities from a bank of video display terminals; instantaneous access to both original and edited copy; justified copy can be viewed complete with indents, notches, bold-face indicators, hyphenation points; paging and advanced text correction capabilities; pleasant character set.



### OUTPUT

Output to a bank of CompStar 191 photocomposers, either directly connected or via paper tape.



### END PRODUCT

Finished print-out from CompStar 191 is by column, ready for page paste-up. Virtually eliminates complicated stripping procedures.

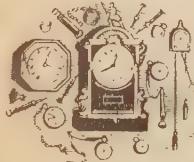


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### BACK TO SCHOOL

"ASK A TEACHER"—superior question-and-answer column, solving school problems of students, parents and teachers. Timely, informative, exciting! Reader questions answered! Samples, Osborne House Feature Syndicate, P.O. Box E966, Menlo Park, California 94025.

### BIRTHDAY QUIZ

BIRTHDAY QUIZ—Happy little feature with one million readers! See daily samples. Newsmakers Syndicate, 2646 Hillpark, San Jose, Calif. 95124.

### ANNOUNCEMENTS

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STARTING NEW WOMEN'S MONTHLY, highest quality, geared to top competition in general-interest field. Revolutionary physical format, eye-catching new reader services and features. National newsstand distribution guaranteed. Planning massive promotion and subscription campaigns. Seek several \$10-to-25,000 investors for short-term return of 15%. Other arrangements possible. Chicago based. Box 303, Editor & Publisher.

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### HUMOR

"GEE WHIZ, BOSS"—Weekly humor feature by Eleanor Harris, nation's funniest gal. Hilarious account of swinging secretary who sees all bosses as husband material and all husbands as immaterial. Now in 21 newspapers. Samples: Eleanor Harris, c/o Miami Review, P.O. Box 589, Miami, Fla.—33101.

### LAW

BRIGHT, INFORMATIVE 250-word legal column on topics of interest to the well-read consumer: car warranties, tenants' troubles, zoning, taxes, civil rights, etc. Recent court cases of national application are retold in breezy, readable style. New column already in 11 papers. Samples: Professor John Ritter, University of Miami School of Law, Coral Gables, Fla. 33124.

### TV LOG

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Classification \_\_\_\_\_

Copy \_\_\_\_\_

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Please indicate exact classification in which ad is to appear.

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1-weeks	\$1.10 per line, per issue
1-weeks	\$1.20 per line, per issue
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Count 5 average words per line or 38 characters and/or spaces

3 lines minimum (No abbreviations)

Add 50¢ per insertion for box service and count as an additional line in your copy.

Air-mail service on box numbers also available at \$1.00 extra.

Do not send irreplaceable clippings, etc., in response to 'help wanted' advertisements until direct request is made for them. E&P cannot be responsible for their return.

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Remittance should accompany classified copy when submitted unless credit has been established.)

4-weeks	\$1.60 per line, per issue
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Count 5 average words per line or 38 characters and/or spaces

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NOW AVAILABLE: Expanding offset newspaper and commercial printing plant in central Illinois. Very modern. Web and sheet-fed. Own 3 weeklies, print daily and other papers on contract. Excellent earning record. Gross over \$750,000. Only serious inquiries please. Box 361, Editor & Publisher.

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(202) NAtional 8-1133

## PERIODICAL SUBSCRIPTIONS

FREELANCER'S NEWSLETTER: the semimonthly forum where publishers announce their needs for freelance help on editorial/graphics projects. An invaluable tool for writers, artists, editors, photographers, indexers and all who freelance in publishing. \$16.00 yearly. New Subscription Department, 250 W. 57th St., New York, N.Y. 10019.

## REAL ESTATE

IDEAL 5-ACRE RANCH, Lake Conchas, New Mexico. \$3,475. No Down, No Interest. \$29/mo. Vacation Paradise. Money Maker. Free Brochure. Ranchos: Box 2003MS, Alameda, California 94501.

## MACHINERY & SUPPLIES

### COMPOSING ROOM

TTS GEAR: Universal perf, Multi-Face perf, computer input perf, magazines. Also teletype equipment. TELE-COM, Box 4117, Alexandria, Va. 22303.

MODEL 8 LINOTYPE, pair Justaprinters, excellent condition. Good 6-column Hammond EasyKastor, too. Make offer. Will sell cheap for quick removal. Harrodsburg Herald, Harrodsburg, Ky. 40330.

## COMPOSING ROOM EQUIPMENT FOR SALE

Bruning Model 1400 full page electrostatic copier. Has been under full maintenance contract. Best offer. Call Tom Boyer, South Bend Tribune, (219) 233-6161.

LINOFILM PROCESSOR with Analyzer, 3 Linofilm Keyboards, Linosec Computer, 26 Grids, 78 width cards. Sell all or parts. CLAREMONT PRESS, 315 S. Leandro Way, San Francisco, Calif. 94127.

JUSTOWRITERS—Large selection of excellent trade-ins, for rent/lease, or for sale easy terms. NAPSCO, Berlin, Wisc., and 18 W. 22 St., N.Y., N.Y. 10010.

FOR SALE—PHOTON 560. Two disc with duplicates, twelve sizes—6, 8, 10, 12, 14, 18, 24, 30, 36, 48, 60, 72. Can be seen in operation now.

INTERTYPES—Three 4-4's, one F-4, one F-4. All in good condition. EL-ROD—Model F, gas pot.

REMETT FURNACE — Gas, 2400 pound. Dumperin Power Lift.

WANTED TO BUY—Small paper cutter.

Contact: John Brooks  
Newark Advocate  
25 West Main St.  
Newark, Ohio 43055  
Ph: (614) 345-4063

CAN'T GO OFFSET? Letterpress better with jmDurahumina Base, 3444 Country Club Dr., Medina, Ohio 44236.

JUSTOWRITERS, rebuilt by Frides trained personnel. Large selection of type styles. Flexowriters—Input units for computers. FHN Business Products, 1500 Kings Highway, Cherry Hill, N.J. —08034 (AC 609) 428-3223

## MACHINERY & SUPPLIES

### COMPOSING ROOM

FOR SALE: Ten (10) IBM 2315 Disk Packs for use on 1130 computer. These are new disk packs, some have never been removed from original cartons. New cost \$90.00 each. Also one (1) Teletype BRPE18 High Speed Punch and one (1) Teletype CX602 High Speed Reader, each with a 50-foot cable to connect to the 1130 computer. This reader and punch have never been used either. Reader cost, \$492.75; Punch cost, \$885.30. Will discount price as a package, or sell individually. Contact Mr. Tom Moore, Asst. Prod. Mgr., The Tribune Company, P.O. Box 191, Tampa, Florida, 33601. Telephone (813) 224-7968.

## GOING COLD TYPE?

Four Linofilm Super Quicks with Option cabinets and over 100 grids and width plugs. 2 Linofilm Quick Keyboards. 4 Magazine mixing models with counting plugs. 2 Justape computers, processor, wlexer, \$60,000.00. Contact J. Brooks, News-Journal Corp., 901 Sixth St., Daytona Beach, Fla. 32017.

LINOFILM KE-18 high speed photo unit with 2 Linomix keyboards. Ren. 1029 W. Washington Blvd., Los Angeles, Calif. 90015. (213) 748-4616.

PHOTON—213, also 200-B. Computer graphic Justape, wire service reader, BRPE Punch, Fairchild Perforators, 27 film strips, Digitalronic readers, Sell all or parts. CLAREMONT PRESS, 315 S. Leandro Way, San Francisco, Calif. 94127.

### ALL MODELS

Linotypes—Intertypes—Ludlows PRINTCRAFT REPRESENTATIVES 136 Church Street, N.Y., N.Y. 10007

## MATERIAL FOR SALE

SAVE MONEY on Headliner paper and litho films. Order from Natl. Publishers' Supply (NAPSCO), Berlin, Wisc., and 18 W. 22 St., N.Y., N.Y. 10010.

## MISCELLANEOUS

STAROMAT PHOTO TYPESETTER—Type from  $\frac{1}{4}$ -inch to 5 inches from one film strip. Excellent for commercial. Includes 7 film strips, 2 lenses, some paper, chemicals. Used 1 month, \$1,700. Box 310, Editor & Publisher.

COMPLETE CONVERSION to Photo Composition and Letterflex leaves surplus Composing Room, Engraving and Stereotype ( $\frac{23}{32}$ " cut off) equipment available about March 1, 1973. Currently operating. Prices negotiable. Contact: L. A. Larson, Purchasing Officer, The Washington Star-News, 2nd and Virginia Ave., S. E., Washington, D.C. 20003. (202) 484-4760.

## PERFORATOR TAPE

NOW STATIC-FREE perf tapes at our same prices—lowest in U.S.A. All colors. Top quality.

Call or write:

PORTRAGE (216) 929-4455  
Box 5500, Akron, Ohio 44313

## PRESSES & MACHINERY

CAPCO REWINDER For newspapers, like new, used very little. Make offer. Capital Newspapers, (518) 453-5720 ask for Al Giguere or Warren Welch.

GOSS MARK I HEADLINER PRESS. Consists of 12 units, two double 2:1 folders, balloon formers, five half decks super-imposed;  $\frac{23}{32}$ " cutoff; 90° stagger; compression lockup; 60" web width. Colorroll inking system and AC unit type drive. This press offers excellent type flexibility and availability now at bargain price. Will split or sell individual units. INLAND NEWSPAPER MACHINERY CORP., 1720 Cherry Street, Kansas City, Missouri 64108. Tel. (816) 221-3060. Telex: 4-2362.

## MACHINERY & SUPPLIES

### PRESSES & MACHINERY

BALLOON FORMERS and color hump removed from 1936 Scott Roller Bear Press—double width. Interested parties contact us. Universal Printing Equipment, Inc., Lyndhurst, N.J. 07071. (201) 438-3744.

GOSS HEADLINER—4 units, color unit. Uni-Folder. Mfg. 1956. Automatic reels, tension lockup, balloon former, 22½" cutoff. Excellent condition. Stereo available. CLARE-MONT PRESS, 315 S. Leandro Way, San Francisco, Calif. 94127.

GOSS 6-UNIT Mark I Headliner, 10 years old, one color half deck, one two color inverted deck, A G electronic unit drive, automatic tensions, full speed pasters, balloons, 23½" cut-off. George Oxford, Box 8483, Boise, Idaho 83707.

WEB PRESS TRADE-INS  
IV Pacer 36, commercial folder, new 1969, good condition \$69,000. II News King, new 1968, top shape \$29,000.

II Thatcher Helical gear, 1971 30,000. All machines carry six months warranty. Price includes installation and instruction. Send for your free Econo-Web brochure: Color Decks, Perfect Presses, 4-Color CIC units. All designed and manufactured by:

WEB PRESS CORPORATION  
200 S.W. Michigan Street  
Seattle, Washington 98106  
Call Tim York (206) 762-6770

48-PAGE HANTSCHO WEB OFFSET PRESS. This 4-plate-wide press consists of 3 units with Wood reels, tensions and pasters; 22½" cutoff; Scott folder—single delivery 3:2 frames for double; 3 Wood pasters; Cooksey web detectors; PIV controlled ink drive and infeeds; two 130 hp CH drive motors (ample to drive 5 units). New units can be added. Now located Middletown, New York. Opportunity to save close to ½ million dollars. Available now. INLAND NEWSPAPER MACHINERY CORP., 1720 Cherry St., Kansas City, Mo. 64108. (816) 221-9060. Telex 4-2362.

GOSS SUBURBAN 3, 4, 5 and 9 unit presses.

GOSS METRO, 2 standard black and three 4-color units. Web width 66".

GOSS URBANITE units.

COTTRELL V-700 with dryer, new 1969.

COTTRELL 6 unit V-22, 1964.

COTTRELL 5 unit V-15, excellent condition.

FAIRCHILD COLOR KING, new 1969, 4 units with imprinter, heavy duty jaw folder. Like-new.

URBANITE QUARTER FOLDER—Will guarantee, like new. Also COLE Model 106 quarter double parallel folder with cross perforator, new in 1966.

4 UNIT MERGENTHALER PACER 6 years old. Priced reasonably.

### IPEC, Inc.

401 N. Leavitt Street,  
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Phone: (312) 738-1200

4 UNITS FAIRCHILD COLOR KING and a 5 unit press with GOSS roll stands and former. Phone (213) 748-4616, Ben, 1029 W. Washington Blvd., Los Angeles, Calif. 90015.

BRAND NEW 4-unit Goss Community Available March 1973. Community Newspapers, Box 1777, Spartanburg, S.C. (803) 583-5791.

### WANTED TO BUY

IF YOU HAVE 1 Compuwriter and repair kit, and 1 phototype and accessories, used and now in operation, and are interested in selling, call (809) 774-1041.

## NEWSPAPER SERVICES

### PRESS ENGINEERS

INSTALLATIONS & MOVING  
Special equipment, designed or built. Equipment available for sale.

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MOVING—REPAIRING—TRUCKING  
Expert Service—World Wide  
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(201) 659-6888

### PRESS TIME AVAILABLE

PRESS TIME AVAILABLE on Goss Community Wednesdays and Thursdays, capable of printing 24 page standard or 48 page tabs. Contact Ron Moissinac, (201) 349-9090, Reporter Newspapers, Toms River, N.J. 08753.

PRESS TIME AVAILABLE—6 offset units, up to 24 standard, 48 tabloid pages. We've never lost an account! Contact Earl Bennett (312) 428-5538, Free Press, Carpentersville, Ill. 60110.

PRESS-TIME AVAILABLE — Offset Press capable of printing 24 standard or 48 tabloid pages. Contact Bob Schultz (201) 647-1180, Recorder Publishing Co., Stirling, N.J. 07980.

### STORY IDEAS

EXCLUSIVE award-winning ideas from Newsfeatures Associates. Feature, Investigative, Editorial, Business . . . proven 6 years . . . 2 pages, twice monthly . . . \$2.25 mo. til/forbid. 1312 Beverly, St. Louis, Mo. 63122.

### Help

### Wanted . . .

### ACADEMIC

PhD OR NEAR in communication, journalism or related field with journalism emphasis. Advise student program. Also professor to direct Public Relations emphasis. Rapidly growing department in California State University System. Send resume and references to Box 250, Editor & Publisher.

INSTRUCTOR for small department of Journalism in Area 2 to teach basic courses in news and broadcasting. Apply before March 1. Box 312, Editor & Publisher.

### ADMINISTRATIVE

#### READY TO MOVE UP?

Here's your opportunity to be considered for management positions with leading newspapers in every state. And, on a completely confidential basis! As management consultants specializing in executive search, our policy is to accept resumes with the understanding that we do not attempt to find jobs for individuals, but rather, retain these resumes to match your qualifications with client requirements. No contact will be made with present or past employers without your permission. To be considered for openings in the \$18,000 to \$75,000 range, send resume stating position desired, salary requirements, and geographical preference to:

CARL YOUNG,  
RON CURTIS & COMPANY,  
O'HARE PLAZA,  
5725 EAST RIVER ROAD,  
CHICAGO, ILLINOIS 60631.  
No fee and all replies acknowledged.

## HELP WANTED

### ADMINISTRATIVE

## MANAGEMENT PERSONNEL

DIRECTOR OPERATIONS \$40-50,000  
For large Eastern daily. Report to general manager with responsibility for production, mailroom, engineering, maintenance, and security. Degree and successful record in production or operations management required.

COMPOSING ROOM SUPERINTENDENT \$22-28,000  
For large metropolitan daily newspaper located in the Midwest. Report to production manager, should have strong background in photocomposition.

SUPERINTENDENT OF MAILROOM \$30-25,000  
For large metropolitan daily newspaper located on East Coast. Should have indepth experience in automated mailroom operation.

ASSISTANT CORPORATE PRODUCTION DIRECTOR \$16-19,000  
For corporate headquarters located in area 5. Should have strong engineering background with minimum 5 years experience. Good growth potential.

ASSISTANT PRODUCTION MANAGER \$20-25,000  
For large daily in area 2. Production manager will retire in near future.

PROGRAMMERS \$14-18,000  
Should have experience with IBM 1130 and 1800. Located in area 2.

COMPOSING ROOM SUPERINTENDENT \$17-20,000  
For daily located in area 5. Report to publisher and have heavy background in photocomposition. Should have gone through transition to cold type.

PRESSROOM FOREMAN \$12-15,000  
For daily located in area 2. Non-union shop. Experience on Goss press desirable.

ASSISTANT PRODUCTION MANAGERS (2) \$11-14,000  
For dailies located in area 2 and 4. Number two position in production department.

ASSISTANT TO THE PRESIDENT \$18-20,000  
For chain located in Midwest. Work on many projects for expanding chain.

CONTROLLER \$17-22,000  
West Coast location. Report to president. Must have exposure and experience in all phases of finance/accounting.

GENERAL MANAGER \$20-25,000  
For a suburban daily located in area 5. Should have some general management experience with strong background in sales and advertising.

BUSINESS MANAGER \$12-15,000  
For a suburban weekly located in area 5. Should have strong sales background. Base salary plus bonus based on sales and profits.

ADVERTISING DIRECTOR \$15-18,000  
For medium sized daily located in area 5. Report to publisher. Should be strong manager and have experience in areas of advertising.

CLASSIFIED ADVERTISING MANAGER \$12-14,000  
For daily located in area 8. Report to ad director and supervise staff of 15.

ADVERTISING MANAGER \$11-14,000  
For small daily located in area 5. Report to general manager and should have background in retail, classified.

ADVERTISING MANAGER \$10-13,000  
For small daily located in area 5. Report to publisher. Incumbent retiring.

#### All Positions Fee Paid

Patrick J. Quinn, Jr.  
GORDON WAHLS CO.  
Executive Search Consultants

33 West Second Street  
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(215) 565-0800

## HELP WANTED

### ADMINISTRATIVE

NEWSPAPER EXECUTIVE  
Expanding group of outstanding dailies and cable systems in Area 5 need a bright, high caliber executive to assist publisher. Must be hard working, ambitious, with some management experience and potential to become general manager. Position will have some responsibility for editorial excellence, circulation and advertising sales development, personnel programs and work in planning and acquisitions. Good salary with an important future. Furnish complete confidential resume. Box 332, Editor & Publisher.

NEED A NO-NONSENSE business oriented newspaper executive capable of supervising operations of a growing group. Must be at home with financial control, production, editorial and track record for handling press. Immediate availability, real opportunity. Box 314, Editor & Publisher.

## Market Support Manager

ECRM Inc., an innovative and growing manufacturer of computer based optical scanning systems is expanding its market support organization nationally. A growth opportunity is immediately available with in the Los Angeles, Chicago, Atlanta and Dallas areas, for a professional with graphic arts background and EDP Systems experience. Salary commensurate with experience and ability.

Address resume to  
Bruce McCullough,  
Manager of Market Support

ECRM

17 Tudor Street,  
Cambridge, Mass. 02139  
(617) 661-3600

An Equal Opportunity Employer M/F

### CIRCULATION

AGGRESSIVE Southwest Florida PM newspaper (Monday thru Saturday) needs Assistant Circulation Manager and District Manager. Only District Managers experienced in Little Merchant Plan will be considered. Salary open, advancement opportunities excellent. Contact J. O. Freeman, Naples Daily News, P.O. Box 1737, Naples, Fla. (813) 649-3161.

## HELP WANTED CIRCULATION

EED an aggressive, experienced, sense circulation manager for daily and Sunday paper. Salary insure with experience and good growth prospects, good. Reply in confidence to Box 333, Editor & Publisher.

### CIRCULATION DIRECTOR

enated 50,000 circulation Eastern has opportunity for aggressive h and service oriented circulation or. Must be skilled in motivating t men and carriers, plus have ability to obtain substantial in- is in a market with growth poten- We will provide you with a fine al product and company manage- support. We consider this pos- one of the most important in our ization and the pay and incen- will reflect this. Part of a group with future opportunities for action and management advance.

Excellent salary. Send confi- full resume to Box 333, Editor & she.

EDIATE OPENINGS—All Zones- mal corporation needs PR minded a Dignified position. Call on papers to implement and service lation promotion. Free to travel, earning \$250 week, potential 00 year. Bob Fay, Circulationers Div., Winthrop-Scott & Co., 1620 W. 20th St., Los Angeles, 90007.

REGETIC, AGGRESSIVE circula- stronger on hard work than sys- Circulation Manager afternoon Sunday. No executive types need Box 343, Editor & Publisher.

### ASSIFIED ADVERTISING

SSIFIED ADVERTISING Manager for large Chicagoland Newspaperization. Must have local paper sence. The salary is excellent, / company benefits with lots of re- sibility. Fine opportunity for right in with good references. Send re- to: Box 353, Editor & Publisher.

### PHONE ROOM MANAGER

or woman to supervise, train and vate staff of 40 on large circula- Northeastern daily and Sunday paper. Excellent future, good sal- plus bonus and fringe benefits. replies strictly confidential. Our knows of this ad. Send complete me, including present earnings, to 368, Editor & Publisher.

MANAGER WANTED  
resive classified manager wanted award winning Chicago area subur- daily newspaper, in rapidly ex- ing market. Must be promotion good at detail and ready to charge! Send resume and salary estations to Box 295, Editor & lisher.

### CLASSIFIED ADVERTISING MANAGER

Telegraph-Herald, Dubuque, Iowa looking for a person ready to accept challenge to match the success and wth of our classified department. promotion of our classified man- open this attractive opportunity a person who has demonstrated the ability to take charge" and produce results. Experience in photocomposi- and knowledge of new computer- typesetting techniques helpful. n a creative, growth-oriented cor- nation and enjoy excellent compen- sation and benefits program. Send complete resume of experience and erences to:

erman McMullin, Business Manager

### THE TELEGRAPH- HERALD

Dubuque, Iowa 52001

## HELP WANTED COMPOSING ROOM

PHOTON 200 operator for daily Idaho Free Press. Contact Keith Briggs, Box 88, Nampa, Idaho 83651. Ph: (208) 466-7891.

### DISPLAY ADVERTISING

AD MANAGER for progressive Area 8 daily. Youth no drawback for bright organizer who can help us grow, and in turn, grow with our newspaper group. Salary \$13,000 range. Outdoorsman's paradise among our fringe benefits. Box 367, Editor & Publisher.

ADVERTISING MANAGER for small afternoon daily. Offset. Write G. A. Lords, Box 554, Bemidji, Minn. 56601.

ADVERTISING ASSISTANT, experien- ced, for well established, sprightly feature newspaper. Mid-Atlantic area with office within block of ocean. Opportunity to grow. Send resume to Box 327, Editor & Publisher.

ADVERTISING MANAGER for small offset daily newspaper in Central California. Looking for a person with the capability of assuming responsibility for both display and classified staffs. Must be aggressive, strong on sales, layouts, and promotion. A golden opportunity for a person who is stymied on your present job. We're a strong paper in a solid, growing community. Send complete work resume, with references and salary requirements to Les Hayes, P.O. Box 269, Madera, California 93637.

PROGRESSIVE OFFSET NEWSPAPERS looking for advertising people with ideas who can handle good volume regional shopping center accounts as well as making initial contacts of es- tablished retailers in Area 2 and 9. Please send resume to Box 179, Editor & Publisher.

### ADVERTISING SPACE SALES

We are adding another professional to our present staff of 8. Individual must be well organized, aggressive and resourceful, with a determination to succeed. Base salary plus monthly bonus. Should average \$11,500+ first year. Fabulous company benefits. We are a 7-day offset daily located on the beau- tiful beaches of the Atlantic Ocean. Excellent climate and living conditions. Send complete resume to Ron Shock, Retail Advertising Manager, Star- News Newspapers Inc., P.O. Box 840, Wilmington, N.C. 28401.

INTERNATIONAL SCIENTIFIC quarterly magazine needs commissioned advertising reps and/or agencies in all 9 Zones. Send resume or particulars to P.O. Box 2329, La Jolla, Calif. 92037.

ADVERTISING: Energetic, aggressive advertising salesmen for afternoon and Sunday operation. Good country living, but much hard work. Box 346, Editor & Publisher.

ADVERTISING SALESMEN, retail and classified, for daily newspapers in E&P zones 5, 7 and 8. Send complete typewritten resume, references to: Island Daily Press Assn., 100 West Monroe, Chicago, Ill. 60603.

### EDITORIAL

### MEDICAL WRITER

Wanted: sharp writer, rewriter, copy- editor with some science or medical background to join dynamic medical publisher New York metro area. We want talented individual with flair for writing, clarity and adaptable to out- style, who can help lead editorial staff. Good opportunity. Send resume with salary requirement. Box 319, Editor & Publisher.

PENNSYLVANIA AM daily (40,000) offers chance for 1 or 2-year reporter to advance to more responsible duties. Respected, established and growing newspaper in one of the East's finest smaller cities. Send samples and full details of your career goals. Box 328, Editor & Publisher.

## HELP WANTED EDITORIAL

ARE YOU a college graduate fasci- nated with newspapers and looking for your first or second reporting job? A small, lively Connecticut daily would like to hear from you. Box 299, Editor and Publisher.

STRINGERS needed for national library news magazine to provide news of library events in U.S. and Canada. Good pay. Send background, writing sample to Box 52, Editor & Publisher.

### WORLD TRADE WRITER

Experienced reporter in international field for leading New York business daily. Salary open. Box 365, Editor & Publisher.

TOP WYOMING WEEKLY needs number-one newsman, immediate opening. General reporting, handle editorial chores for tourist publication. Tremendous opportunity for young journalist. Send clips, complete information to News-Record, Gillette, Wyo. 82716.

AGGRESSIVE NEWSMAN to head 2½-person office covering lively, fast-growing Connecticut city. Emphasis on government and politics; also investigative reporting and features. Good pay for right man (or woman). Box 280, Editor and Publisher.

EASTERN OHIO daily seeks newsman to take over city editor spot. Promising future in good community. R. L. Dean, editor, Salem (Ohio) News, 44460.

NEWS EDITOR or reporter who can be trained for aggressive, award-winning northern Illinois daily. We're small (6,000) but we take pride in our big-time approach to coverage. Responsibilities include government coverage, feature work, some photography and supervision of correspondents and staff members. We want someone who has an unusual amount of concern for people. He or she should be confident, but not arrogant. Send reply with samples to Bill Hetland, Managing Editor, Daily Republican, Belvidere, Ill. 61008.

### RAYMOND SOKOLOV, GAEL GREENE AND YOU?

We are looking for someone who is a top-notch writer and a lover of good food. Object: To communicate the same kind of enthusiasm for food to our large morning readership as Sokolov and Greene do for their market. The person we want may not necessarily work on a food section now but he or she must be someone who cares passionately about food and can write engagingly about it. We promise a good climate and excellent working conditions. If you qualify and are interested, please send resume to Box 313, Editor & Publisher.

REPORTER with some weekly experience for general news work. Large northern Ohio weekly. Preference to one who has potential as editor. Box 273, Editor & Publisher.

NEEDED: Aggressive, energetic journalist, management-oriented, who thrives on challenge and wants to grow into job of managing editor or editor of small quality-conscious daily newspaper. Ideal candidate will be a Midwesterner with varied reporting and editing experience, desire to raise a family away from metro sprawl, and consider himself a dedicated pro. Write full details, salary requirements to Box 352, Editor & Publisher.

CAPABLE, HARD WORKING person who can put out special edition with historical facts and features; able to handle necessary research, write and sell advertising. Job can be permanent after edition is published. Must be available early summer 1973 for special due June 1974. Harrodsburg Her- ald, Harrodsburg, Ky. 40330.

## HELP WANTED EDITORIAL

TOP EDITOR for metro daily in Zone 9. Position demands person of power, ability and stature. Must be capable of building or revamping staff and will handle entire Editorial responsibility. Send resume and salary requirements to Box 304, Editor & Publisher.

EXPERIENCED REPORTER: A small (7,400) but spunky Ohio daily wants an experienced pro who can move into editor's chair in a year or two. We have six reporter-editors on our staff, all with college degrees and pride in their work. We're in a new plant, financially strong, and respected in the community. Box 275, Editor & Publisher.

FAST GROWING central Florida weekly needs energetic deskman/re- porter. John Dixon (305) 668-4456.

### SPORTSWRITER/ PHOTOGRAPHER

Young man who can handle camera and write sports wanted for position in newsroom. 5-day week, excellent working conditions, opportunity for advancement. Prefer person with Mid- West background.

Write or call collect to Dick Watts, Editor, Pharos-Tribune and Press, Logansport, Ind. 46947, phone (219) 752-7511.

DESKMAN for rapidly growing daily in Zone 2. Experience needed in writing heads, page layout and copy editing. Call or write Managing Editor, Daily Times, 309 S. Broad St., Woodbury, N.J. 08096. (609) 845-3300.

EDITOR—for expanding, award-winning weekly in gorgeous area. Need mature, experienced, creative news- man. Sebastopol Times, Sebastopol, Calif. 95472.

EXPERIENCED REPORTER, energetic and aggressive with a yen for demanding assignments and opportunity to grow with an outstanding 4-page weekly organization. Contact Joe Collins, Elk Valley Times, Box 9, Fayetteville, Tenn. 37334. (615) 432-6151.

SPORTS EDITOR with leadership and knowhow to run sports staff of medium AM daily in progressive city. Resume to Box 266, Editor & Pub- lisher.

NEWS EDITOR for 31,000 Illinois daily. Young, energetic, person experi- enced in makeup, say-something head- lining, handling combat city-news desk, assign staffers, back up editor. Top pay, benefits. Box 329, Editor & Publisher.

### INVESTIGATIONS AND SPECIAL PROJECTS

California. Exacting position with ex- acting newspaper that places great stress on in-depth journalism. Hard and well organized worker, careful re- searcher required. Similar experience preferred. Writing ability a definite factor. Resumes and copies of appropriate clippings first letter. Box 387, Editor & Publisher.

EDITOR whose aim is weekly owner- ship in Zone 2. We have three; will share. No investment. Must be self-motivated, hard working, concerned. Box 330, Editor & Publisher.

YOUNG but seasoned editor needed for existing weekly, anti-poverty newspaper in unusually attractive, diversified Midwestern area in Zone 5. This is advocacy journalism, and the cause is helping the poor help themselves. Applicants should be prepared to mobilize and train correspondents, handle desk and layout work and write in- vestigative, depth and commentary pieces. A real challenge with unheeded editorial freedom. Grant guaranteed at least one year's employment. Send resume and samples in confidence to: Frank C. Greco, Box 588, Columbus, Indiana 47201.

## HELP WANTED

### EDITORIAL

NEW 5-DAY DAILY, subsidiary of a 100,000 plus daily, located in Zone 4 on the South Atlantic Coast, looking for a person to run an editorial page and news staff. We are interested in self-starter who has mature judgment and can do professional job. We also have other editorial possibilities in our organization. Please send resume, writing samples and salary requirements to Box 309, Editor & Publisher.

PHOTO-ORIENTED NEWSMAN needed by fast growing weekly to produce heavy volume of news and features. Write fully, include pic and salary demands. Verde Independent, Box 517, Cottonwood, Ariz. 86326.

### MANAGING EDITOR

Zone 2, 6-day paper, run news operation, no editorial writing. Salary negotiable. Box 347, Editor & Publisher.

MANAGING EDITOR—We need an energetic, community-oriented person who can be a one-man news team for our rapidly growing 5,000 weekly. Contact: Co-Publisher, The County Courier, P.O. Box 237, Damascus, Md. 20750. (301) 253-5115.

### SUNDAY NEWS EDITOR

Develop original story ideas for Sunday edition of a growing 40,000 Midwest daily. Prefer experience in reporting, copy editing, sot, some supervision. Send resume to George B. Irish, Linden-Schaub Newspapers, P.O. Box 789, Decatur, Ill. 62525.

COPY EDITOR-REWRITE — Experienced copy editor with rewrite ability for challenging spot in an expanding regional news department of a morning metropolitan newspaper in Zone 2. Resume, samples to Box 358, Editor & Publisher.

### SPECIAL SECTIONS EDITOR

We have a challenging opening with a promising future in our Promotion/ Public Service Department for a person experienced in news copy editing and layout. The position requires an energetic, creative, and self-motivated individual who will have total responsibility for the production of special advertising sections. Send letter and resume to Box 331, Editor & Publisher.

TABLOID EDITOR to convert tabloid size paper into tabloid content. Five days including Sunday. Sun Reporter, P.O. Box 420, Miami Beach, Fla. 33139. (305) 532-4531.

GENERAL NEWS REPORTER for 15,000 circulation afternoon daily, 5-day work week, all normal fringes, major medical, pleasant winter-summer sports area. Salary commensurate with education, experience, etc. Immediate opening. Write to Editor, The Leader-Herald, Gloversville, N. Y. 12078.

REPORTERS, DESK MEN for daily newspapers in E&P zones 5, 7 and 8. Experienced or qualified beginners. Send complete typewritten resume, references to Inland Daily Press Assn., 100 West Monroe, Chicago, Ill. 60603.

### MAINTENANCE

## MAINTENANCE DIRECTOR

Area 4 large metropolitan newspaper needs qualified maintenance director to be responsible for the repair and maintenance functions of electrical machinery, air conditioning and all building maintenance. Must be knowledgeable in maintaining production equipment including Supermatics, High Speed Goss presses, Flatbed, Cutler Hammer stackers, Shindagel inserting machines and other miscellaneous shop equipment. Some technical training beyond the high school level including electronics training. Salary \$300 per week plus fringe benefits. Confidential replies to Box 81, Editor & Publisher.

## HELP WANTED

### PRESSROOM

PRESS FOREMAN for new 6-unit Urbanite located in northern New Jersey. Looking for top quality person. \$22,000 a year plus profit sharing. Call Mrs. Melton collect: (201) 696-4222.

PRESSMAN for Goss Urbanite, Zone 2. Send resume to Box 89, Editor & Publisher.

OFFSET WEB PRESSMAN to relocate to Florida; camera and stripping experience preferred. Must be reliable. Good salary, benefits and working conditions. Box 348, Editor & Publisher.

### PRODUCTION

SYSTEMS ENGINEER—For metropolitan daily in Area 6. Help develop new production systems for composition, platemaking and mailroom. Must have experience in computer typesetting programming and some experience in electronics. Chance to become part of management team. Confidential. Send resume to Box 229, Editor & Publisher.

PRODUCTION FOREMAN — A real take-charge person who can run the composition-production department of Florida's leading weekly newspaper. Must be able to take raw copy right through finished layout. Must have a complete knowledge of cold type operation and equipment. Must be able to manage a complete staff of 10 or more people and still grow. Must be able to schedule production to meet deadlines for 3 newspapers. Tremendous expansion program. \$225 per week to start plus full benefits. Tremendous future for right person. Live and enjoy the comforts of South Florida. Send resume immediately to Box 342, Editor & Publisher.

## PRODUCTION DIRECTOR

Excellent opportunity for a person presently employed in No. 1 spot on medium size newspaper or one in No. 2 position on large daily ready to move up.

Experience in new processes and labor negotiations for mechanical crafts essential. Ability to direct large middle management staff imperative.

Ideal geographical location — Chart Area 2. Salary commensurate with ability, plus top employee benefits.

Write stating work experience including management responsibility in detail — education, salary requirements and availability. Box 364, Editor & Publisher.

### ASSISTANT ENGRAVING SUPERINTENDENT

Metropolitan, Midwest newspaper seeks an experienced photoengraver with managerial capabilities for responsible position in an expanding operation. Excellent salary and benefits. Send resume to Box 359, Editor & Publisher.

A ZONE 5 DAILY with less than 50,000 circulation is searching for a production manager. The person we seek should be capable of converting from hot metal to offset. Salary and fringes compare favorably with any newspaper of our size. Box 360, Editor & Publisher.

### PROMOTION

PROMOTE YOUR SERVICES, products, job availabilities or yourself with an Editor & Publisher classified ad. We know they work. In 1972, E&P carried nearly 10,000 individual classified ads. At last count the box number ads alone had pulled a total of 25,000 replies— and the figures are going up daily. Some individual ads pulled as many as 72 replies from a single ad, so when we say we can help you sell machinery, find a job opening, find a profitable newspaper to invest in, or find a job, we mean it!

## HELP WANTED

### PROMOTION

PROMOTION MANAGER—San Francisco Area Suburban Newspaper, Marketing and Research background preferred. Should be able to gather and interpret facts on newspaper circulation and advertising. Salary range from 15-18M depending on qualifications. Submit complete resume in confidence to Box 272, Editor & Publisher.

### PUBLIC RELATIONS

## PUBLIC RELATIONS MANAGER

Leading Southeast insurance corporation has immediate opening for a Public Relations manager who can plan and build programs for shareholder, financial press, policyholder and other Public Relations. Exciting home office communications environment, in an All-American city with clean air, excellent schools, recreation and cultural activities. Qualifications: Intelligent creative college graduate, minimum 3 years in Journalism/Public Relations with some corporate experience. Insurance background helpful, but not necessary. Salary to \$18,000. Sell yourself in letter with resume to Box 345, Editor & Publisher.

### To answer box number ads in EDITOR & PUBLISHER

Address your reply to the box number given in the ad, c/o Editor & Publisher, 850 Third Avenue, New York, N.Y. 10022.

Please be selective in the number of clips submitted in response to an ad. Include only material which can be forwarded in a large manilla envelope.

Editor & Publisher is not responsible for the return of any material submitted to its advertisers.

Thank you.

### SYNDICATE SALES

MAJOR PRESTIGE SYNDICATE offers excellent arrangement to qualified sales representative. Write in confidence. Box 264, Editor & Publisher.

FASTEAST SELLING new panelture in U.S. today needs representatives in Mid-West, East and So. Salesmen: add this winner to your portfolio. Commission basis. Box 1, Editor & Publisher.

## Positions Wanted...

### ACADEMIC

MASTER OF JOURNALISM degree, 4 years professional experience, desires teaching position in Zone 6 or surrounding states. Box 247, Editor & Publisher.

### ADMINISTRATIVE

AD DIRECTOR—Metro major lineage daily seeks challenge of offering growth potential. Relocation anywhere for right opportunity. Box 294, Editor & Publisher.

EXECUTIVE, highly skilled in people ability and newspaper knowledge, wants to find a publisher who needs an assistant to help convert a backward newspaper into a modern aggressive operation. Outstanding record of accomplishments. Box 297, Editor and Publisher.

GENERAL MANAGER/Advertising Director/Classified Manager with solid record of management and sales achievement in dailies and weeklies desires to make change to Zones 3 or 4. Excellent references. Strong in creating and motivating staff. Currently managing weekly, 70,486. Sales is my forte. Box 334, Editor & Publisher.

CONTROLLER, ten years experience large suburban newspaper. Desires change in employment. Interest in following: Controller, Assistant Business Manager, Staff Accountant, Auditor. Box 350, Editor & Publisher.

### CIRCULATION

CIRCULATION DIRECTOR. Nationally recognized for outstanding increase, good service and collections wishes change. Record on medium and large dailies speaks for itself. Box 301, Editor & Publisher.

MAVERICK CIRCULATOR—Ready to build your circulation and revenue. Fully experienced in all modern marketing methods and administration. I am available now. Box 245, Editor & Publisher.

### CIRCULATION

PUBLISHERS/CIRCULATORS you have room for a young, under- aggressive, highly productive circulator? Best in the country within years. Can we help each other? L. P. not as important as an opportunity for growth. Box 349, Editor & Publisher.

EXCEPTIONAL OPPORTUNITY There is a way in which you can view some of the finest talent in circulation field without any commitment or exposure of your interest. Relationship to newspapers is such we have availability knowledge of many high quality circulation executives, including promotion managers, circulation managers and assistants. With a desire to serve both parties, we offer knowledge to you without obligation and in complete confidence. Box 297, Editor & Publisher.

CIRCULATION DIRECTOR—MAGER Reliable and energetic. Experienced all phases circulation, daily weekly controlled. Little Merchandise distributors, promotion, collective subscriber, carrier insurance, bonds. Strictly confidential. Box 267, Editor & Publisher.

### COMPOSING ROOM

HEAD MACHINIST-TECHNICIAN Know machinists, computers and peripherals, photo comp (4 models F-100), and hot metal. Looking for location with good newspaper in community. Box 338, Editor & Publisher.

### DISPLAY ADVERTISING

WORKING AD DIRECTOR, bachelors, 49, BJ, 24 years Southern small press. No alcohol, no problems, \$ draw. Box 267, Editor & Publisher.

CLASSIFIED AND DISPLAY PERSON 20 years experience desires permanent position in secure newspaper, any Zone 9, 8,7. Excellent references. Box 308, Editor & Publisher.

# ositions Wanted...

RONNEL AVAILABLE FOR ALL NEWSPAPER DEPARTMENTS & ALLIED FIELDS

## DISPLAY ADVERTISING

ENTION FLORIDA and Zone 4: rising pro seeks relocation South. copy, layout, art and sales presenta. Outstanding record. Box 213, r & Publisher.

## EDITORIAL

E 3 AND 4 PUBLISHERS—Take re editor, 39, for medium sized . Available after July 1, 1973. 366, Editor & Publisher.

EAR'S DESKMAN seeks return to da PM. Not Miami area. Healthy, & industrious. Box 287, Editor & isher.

RTS—Aggressive, versatile fe- writer, 26, seeks sports slot on lly staff. Willing to help else. Now with 120,000 Zone 2 Sun- Combat vet. Married. 1 year ex- ence. Box 322, Editor & Publisher.

ILABLE IMMEDIATELY: sports er, 30, degree, 12 years experience, rds, magazine credits. Perry Jeni- 1109 Prospect Ave., West Des tes, Iowa 50265.

Y EDITOR, 14 years experience, res desk job in North, preferably & 5, Wisconsin. Box 316, Editor & isher.

ING, ENERGETIC editor, now in ge of 2 major editions for 75,000 ro AM seeks responsible editing or challenging writing job. 276, Editor & Publisher.

TURE WRITER, 5 years experi- J-grad; Will consider newspaper & R, Zones 2,3,4, Box 298, Editor & isher.

TOR/WRITER degree in English, & magazine experience. Full- or freelance. (212) 988-9207.

ENCE-ENVIRONMENTAL writer, seeks position on daily. Degree, 3's experience, camera ability and gination. Get me out of PR, willing work. Box 290, Editor & Publisher.

ITCH from academia to newsroom red by bright, well-educated (des from Amherst, Oxford, Prince, ambitious but alas inexperienced year old. A quick study though, to learn on Zone 1 or 2 daily. 321, Editor & Publisher.

GRESSIVE, multitalented—reviews on; editorials; editor; daily's in- igative, political, police and sports writer; sportscaster; speechwriter; lancer. Bachelor, eyes stringer/ ter deal, maximum latitude. Zones 9, 1st-class references. K. Mc- iffe, 138 Beach Ave., Milford, in. 06460.

ERGIC AND YOUNG (27) sperson with daily, broadcast ex- ience. Prizewinning feature writer, MA in Journalism, seeks writing/ ting job in PR, daily or periodical. 292, Editor & Publisher.

ATURE WRITER in music and the- for several leading publications nts full time resident work in cul- al area. Box 271, Editor & Pub- ler.

ODUCTION EDITOR — magazine xperience, read manuscript, prepare printer, start simple writing. Y.C. area. Box 324, Editor & Pub- ler.

SPRING REPORTER, some professional experience, seeks to launch career as an imaginative, respected news- BA in history; law school; extensive experience on student newspaper; enthusiasm and a penchant for hard work appeal to you; send word to Box 33, Editor & Publisher.

## EDITORIAL

DIGGING REPORTER, 6 years experience on national daily, seeks challenging opportunity in investigative reporting. Box 264, Astor Station, Boston, Mass. 02123.

NEWSMAN—has BA and a decade of experience in sound reporting based on research ability. Seeks career opportunity. Will relocate. Resume on request. Box 279, Editor & Publisher.

HAVE EXPERIENCE, will travel. Award-winning, young journalist, public relations professional, seeks challenging, diversified position. Box 302, Editor & Publisher.

I'VE GOT NO EXPERIENCE—but have desire, education and need to do a good job for someone looking for a begin in mass media communications. '72 grad with BS in Journalism. Salary is secondary to opportunity to prove myself, prefer Delaware Valley or south Jersey, but will consider relocation. Box 315, Editor & Publisher.

SOBER, HARD-WORKING managing editor with 17 years experience for dailies of 50,000 and 35,000 posts. Excellent references and resume available. Box 318, Editor & Publisher.

## FOREIGN CORRESPONDENT

Journalist, experienced in radio and TV. Feature writer, photographer, 6 foreign languages, 6 years spent in Europe and the Orient. Princeton BA ('59), Columbia MA ('60). Box 281, Editor & Publisher.

## SMALL TOWN NEWS POSITION WANTED

Newsman with 25 years experience seeking responsible post on small town daily, medium weekly or corporate publication. Broad background as reporter, photo, feature writer, copy editor for dailies and wires, plus ownership of two prize-winning weeklies. Recently sold latter and wants to return to business as managing editor, copy editor or combination writer-editor-manager for solo operation in pleasant, un congested community without metric problems. Prefer Zones 4, 6 or Kansas, consider others. If you can use a competent, reliable pro who knows all phases of the business, including backshop, and produces GOOD newspapers, write Pete S. Conover, Box 724, Nokomis, Fla. 33555.

MANAGING EDITOR of prize-winning dailies with combined circulation of 85,000 seeks challenging, rewarding job using 16 years of experience. Box 320, Editor & Publisher.

HIGH POTENTIAL 23-year-old writer/editor wants magazine staff position in Zone 1 or 2. Two years experience as assistant editor of small Midwest magazine with international circulation. Also daily newspaper and broadcast experience. Oberlin grad. Money not sole object. Apply to Box 244, Editor & Publisher.

PKB J-GRAD, 24 with year each of experience editing civilian and military weeklies. Leaves Army in May. Wants challenging reporting position in urban area. Jim Wannamaker, HQCO, USAINTC, Ft. Holabird, Md. 21219.

EDITORIAL ASSOCIATE, part or full time. After 20 years as member of Congress and government executive, would like to return to journalism. Former newspaper editor, magazine writer, author half dozen books. Prefer zone 3 or 4, but will consider any location. Box 336, Editor and Publisher.

POSITION WANTED on small town weekly or daily, US or Canada. Computer professional, 32, 1970 BS (A and L). English and journalism offers responsibility, hard work, ability and imagination. Cheap. Terry Riddell, 260 S. E. 25th, Portland, Oregon 97214.

## EDITORIAL

CONSERVATIVE, experienced non- drinking police reporter and family desire return to small city in West. Box 339, Editor & Publisher.

COPY READER — Experienced rim man seeks post as copy editor. Box 209, Editor & Publisher.

SLOT, RIM 7 years, state's biggest daily, wants advancement. MA, SDX. Award-winning writer. Prefer Zone 9. Box 351, Editor & Publisher.

BA IN JOURNALISM with reporting and photography experience seeks reporter job in any Zone. Box 355, Editor & Publisher.

MEDICAL WRITER, 32, MS Journalism, seeking spot with future on large daily or medical journal. Box 356, Editor & Publisher.

JANUARY GRAD, female, with experience on college paper as news- writer, features editor and copy editor seeks position in Zone 1 or 2. Box 187, Editor & Publisher.

REPORTER with experience, good writing skills, hard worker, cooperative; fluent in French, with good Spanish; seeks permanent post. Box 362, Editor & Publisher.

MAGAZINE PRO—At 30, I've written for more than 30 top magazines and authored 3 books. Seeking management or senior writer post. Box 363, Editor & Publisher.

## FREELANCE

EXPERIENCED MSJ available for free-lance ad copy, feature and news- writing. Box 278, Editor & Publisher.

FREELANCE WRITER traveling Pari-Mutuel Horse-race Tracks, U.S.A. seeks assignments for feature coverages of the racing scene. Interviews, controversial topics, surveys and detailed depictions, projecting the bathe plights of submerged bustouts. Box 337, Editor & Publisher.

FEMALE freelance photojournalist traveling Europe 7 months experienced sports/adventure writing/photos. Available correspondent and feature work. Box 236, Editor & Publisher.

## PHOTOGRAPHY

### TOP AWARD WINNER

New Orleans based newspaper photographer with 10 years experience seeks association with magazine-newspaper-commercial publication, will relocate. Resume submitted upon request. Write Box 341, Editor & Publisher.

## E&P Employment Zone Chart

Use zone number to indicate location without specific identification



## PHOTOGRAPHY

14 YEARS of national honors; recent California Photographer of the Year. Energetic 21. Former department head 35,000 daily. Creative cropping, editing, page layout, and color work. Box 253, Editor & Publisher.

PHOTOGRAPHER — Background in hard news and artistic features. Associated with Eastern daily over 60,000. Young with writing ability. Willing to relocate. Prefer suburban progressive daily. Box 204, Editor & Publisher.

RIT GRADUATE seeking employment in newspaper or other photo-related industry. Willing to travel. Young, imaginative, innovative. Prefer Area 1 or 9. Box 323, Editor & Publisher.

MA in PHOTOJOURNALISM, 26, family, 1½ years on Western daily, seeks photo and/or writing job. Zone 17,8,9. Box 354, Editor & Publisher.

## PRODUCTION

I AM A YOUNG (31) MAN presently Production Assistant. I know people and systems, both old and new. Know computers and photo comp equipment. Have experienced a conversion. Strong management and technical background as Foreman, Head Machinist and electronic tech. I can supply references and, if interested, ability and hard work. Box 335, Editor & Publisher.

## PUBLIC RELATIONS

PR WRITER/EDITOR slot sought: over MS Journalism, Navy commission, 4 years experience in media and house organ editorship. Zone 2. Box 311, Editor & Publisher.

JAPANESE male, 29, presently business writer on metropolitan daily, seeks international PR position. B-Economics, MJ, 6 years with Tokyo paper. Box 249, Editor & Publisher.

EX-ARMY INFORMATION OFFICER, 26, seeks PR slot, all Zones. Stanford BA; MS (Mass Communication). L. Nicholas, 567 N. 2nd St., San Jose, Calif. 95112.

## SALES

SALESMAN — Will service Midwest area on a manufacturers/representative basis. Require Pressroom, Composing, Stereotype and Engraving room, Products and Supply Items, to sell the newspaper industry. Excellent sales and a strong personal effort is offered by a well known male individual. Write in confidence. Box 344, Editor & Publisher.

## Press Council established

An 11-member "Riverside Press Council" has been formed at the invitation of Howard W. (Tim) Hays, Jr., editor and co-publisher of the *Riverside* (Calif.) *Press* and *Daily Enterprise*. It is to be a one-year experimental project.

Similar councils have been tried in a small number of other communities with mixed results. There is a state-wide council in Minnesota. In Canada they exist in Alberta and Ontario.

The Riverside council is unusual because it will have a paid consultant, the newspaper is committed to publishing the council's reports in full, the papers will carry a daily notice of the council's existence, and it all came about at the instigation of the editor.

Tim Hays is chairman of the American Committee of the International Press Institute and secretary of the American Society of Newspaper Editors. Last year ASNE members voted three to one in a mail ballot against the proposition that the society should "go on record as endorsing the establishment of press councils at state or local levels.

In announcing formation of the council in a half-page article Feb. 18, Hays said the objectives will be to:

"Give the newspapers the benefit of its suggestions and criticism.

"Give council members an opportunity to discuss the content of the newspapers with those responsible for it, promote public accountability of the press, and help maintain high standards of journalism.

"Give the readers of the newspapers another channel for their complaints about, or observations on, the newspapers.

"Provide the readers of the newspapers and the community generally with periodic and independent reports on the performance of the newspapers."

Hays made it clear that the council will be concerned only with the news content of the newspaper, not with editorial opinion, advertising, production or circulation matters.

In a memo to his staff, the editor said "we are making absolutely clear to the council and the public" that, while welcoming suggestions and criticisms "we will in no way be bound by the council's findings," and "we will continue to edit the paper for our readers, not for the council."

Any council criticisms, he told the staff, "will, we hope, be directed at the paper and not at any of you, which would be improper. Norman Cherniss (executive editor) and I will represent the paper at the council meetings and will take total responsibility for its content, including any and all shortcomings."

The council is being established, he said, "primarily because we feel that many of our readers, to varying degrees, look upon us as remote, difficult or impos-

sible to reach, and sometimes unresponsive.

"There is no implication of criticism of you in what we are doing. In fact, I think our paper enjoys greater confidence than most; and, if this is true, it is your doing. The reader skepticism which concerns us is a national problem.

"None of you should be influenced in any way by anything the council says or does. Cherniss and I are the only ones who should and will listen to the council. It will be our task to weigh and assess its suggestions and criticisms."

In the daily notice to be published, the council plan is outlined, its members listed along with a Post Office Box address, and the commitment made to publish its findings in full, "the editors reserving the right to publish a response." The notice also states "readers with complaints will normally be expected to communicate them first to the newspaper, and to the press council only if dissatisfied with the newspaper's response. However, readers who wish to communicate directly to the council may do so . . . In inviting reader opinion, the press council, like the editors, in no way means to dilute the Readers' Open Forum, to which readers regularly submit opinions, including complaints about the paper."

A statement by the 11-member council reflected the general objectives outlined by Hays and added "the council will also expect to support the press on those occasions when the freedom of the press, or the public's need for accurate information, is subject to unfair attack or undue restraint." The council recognizes that it "must be completely independent . . . likewise, the editors of the *Press-Enterprise* must maintain their independence . . . The council has no official status. While it will be able to report to the public, its function will be wholly advisory."

Professional consultant of the council will be Roger Tatarian, retired last year as editor and vice president of United Press International, now teaching at Fresno State University, who will attend

regular monthly meetings and be available to advise at other times.

The press council's expenses for the year are expected to be met by a \$6,000 grant from the John and Mary R. Marl Foundation of New York, which is contingent upon the council's anticipated success in qualifying for tax exempt status as a non-profit organization.

Chairman of the council, Arthur L. Littleworth, attorney and former president of the board of education of the Riverside Unified School District, and two other members were selected by Hays because of their position in the community—the chancellor of the University of California at Riverside and the president of the League of Women Voters. These three ex-officio members selected the eight other members of the council "representative of all elements and points of view in the community." They include the president of a corporation, a stockbroker, a housewife, representatives of Democratic and Republican groups or elected officials, assistant superintendent for the Probation Department's Juvenile Hall, chairman of the Black Studies Department at the University, President of California Baptist College.

## \$7 billion ad mark attained by dailies

Advertising revenues of daily newspapers gained 13.4% in December, according to the Bureau of Advertising.

This brought total dollar revenues for the full year 1972 up to the \$7-billion mark and the 12-months percentage gain to 13.2%.

These estimates are based on measurements by Media Records, Inc. in 64 cities.

Classified ads again led the revenue gains, up 25.8% in December and 19.1% for the 12 months. Classified dollar volume approached \$2.0 billion for the full year.

Retail advertising revenues, the largest category, gained 9.4% in December and 11.1% for the full year to reach almost \$4.0 billion in total dollars for 1972.

National ad revenues gained 16.5% in December and 10.8% for the year to total nearly \$1.1 billion.

**TIMING IS EVERYTHING**  
The best time to sell properties is when the buyers are buying.

Sell now at high prices.

*Hamilton-Landis & Associates*  
INC.

Newspaper—Radio—CATV—TV Properties

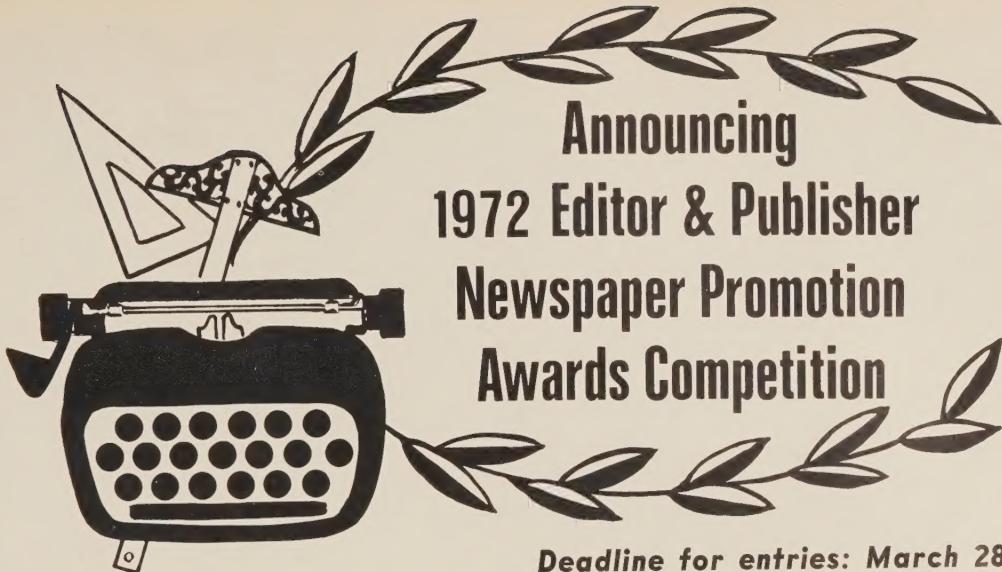
**Washington, D.C.:** 1100 Connecticut Ave., N.W. 20036 (202) 393-3456

**Chicago:** 1429 Tribune Tower 60611 (312) 337-2754

**Dallas:** 1511 Bryan Street, 75201 (214) 748-0345

**San Francisco:** 111 Sutter Street 94104 (415) 392-5671

AMERICA'S MOST DYNAMIC AND EXPERIENCED MEDIA BROKERS



# Announcing 1972 Editor & Publisher Newspaper Promotion Awards Competition

For 38 years, newspaper promotion, public relations and research executives have submitted their outstanding efforts in E&P's annual promotion contest. The awards have added to the prestige and importance of promotion and the promotion executive within the newspaper community. The exhibit of winners and other entries at the INPA conference provides an interchange of promotion ideas and techniques.

This year, a first prize and two certificates of merit will be awarded in 17 classifications, and in two circulation categories. An entry fee of \$5 per entry is required in all classifications, except

**Deadline for entries: March 28, 1973**

for audio-visual presentation (films and slides) and radio and television commercials, which carries a \$10 entry fee. Checks for entry fees should be made payable to Editor & Publisher. All entries and entry fees should be sent to the Contest Editor, c/o Ray Jackson, San Diego Union/Tribune, P.O. Box 191, San Diego, Calif. 92112, to arrive before the deadline of March 28. Judging will be held in San Diego, and winners and other entries will be exhibited at the INPA Conference in San Diego, Calif., May 20-23. Entries must carry official entry blanks. Please read the competition rules carefully before submitting your entries.

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## COMPETITION RULES, GENERAL INFORMATION AND CLASSIFICATIONS

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### GENERAL RULES, INFORMATION

Entries must consist of promotion prepared by a newspaper, newspaper group or newspaper representative firm for a newspaper or group of newspapers, during the calendar year 1972.

In all instances, entries must be labeled with official entry blanks, or reproduction of an entry blank, indicating name of newspaper, category entered, circulation group (over 100,000; under 100,000), and the name of person submitting the entry. Each entry should carry a brief explanation of the purpose of the promotion, other descriptive information and results—when they can be documented. \$5 entry fee, per entry, required except for some classifications which have a fee of \$10 per entry. Description: NO ENTRIES MAY EXCEED 18 BY 24 INCHES. Keep exhibits simple and avoid excessive decoration.

Ship all entries, prepaid, to arrive no later than March 28, 1973 to assure arrival for judging. No collect packages will be accepted. No entries will be returned, except as otherwise noted. Entries exhibited at the INPA conference may be picked up after the conference. Continuing themes or programs that have won first prizes in the past two consecutive years will not be eligible in the 1972 competition.

Awards shall consist of a First Prize and Certificate of Merit in each category, and circulation group.

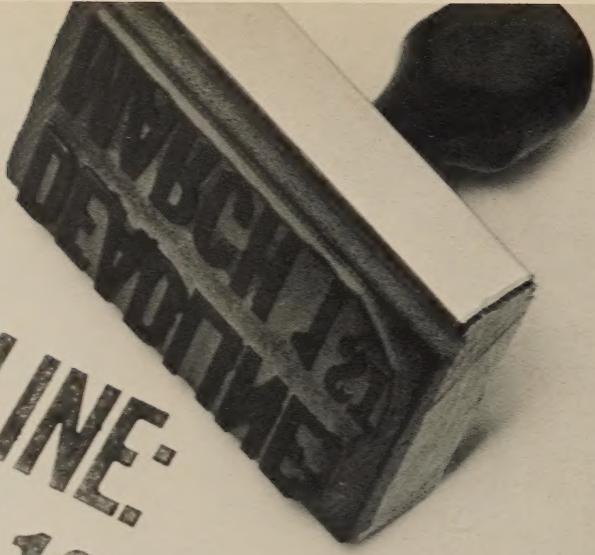
### CIRCULATION/ EDITORIAL PROMOTION

1. In-Paper: Entries to consist of material published in the newspaper which is directed to newspaper readers and prospective subscribers. Entries must be submitted on newsprint stock.
2. Radio: Entries to consist of tapes run on radio stations. Include brief description of promotion objectives. \$10 fee per entry required.
3. Television: Entries to consist of film or video tape run on television stations. Include brief description of promotion objectives. \$10 fee per entry required for this classification.
4. Outdoor Media: Entries to consist of photographs and/or photographic reductions of outdoor media displays (billboards, bus cards or posters, truck posters, vending machine cards or other point-of-purchase material). Include brief description of promotion objectives.
5. Carrier Promotion: Entries to consist of 1972 promotion activities directed to the newspaper's own carrier and sales organization.
6. Direct Mail: Entries to consist of a single mailing piece or a campaign of up to 12 pieces, designed to sell newspaper subscriptions.

### ADVERTISING PROMOTION

7. Trade Paper Advertising: Entries to consist of not less than three or more than 12 advertisements, designed to sell national, retail or classified advertising.
8. Direct Mail: Entries to consist of a single mailing piece, or a campaign of up to 12 pieces, designed to sell national, retail or classified advertising.
9. In-Paper: Entries to consist of a single ad or an advertising campaign promoting either/ or retail advertising, classified advertising or national advertising. Entries must be submitted on newsprint stock.
10. Advertising Presentations: Entries to consist of printed, hand-lettered, or other graphic presentation (other than film or slides) designed to sell national, retail or classified advertising.
11. Audio / Visual Presentations: Entries to consist of film, slides or slide film presentations produced in 1972 and designed to sell newspaper advertising. Complete scripts should be included for all presentations. \$10 fee per entry required for this classification. Entries will be returned.
12. Radio: Entries to consist of tapes run on radio stations designed to sell advertising. \$10 fee per entry required.
13. Television: Entries to consist of film or video tape run on television stations. \$10 fee per entry required for this classification.
14. Awards for the best research project performed by or for a newspaper during 1972. Submit in scrapbook, portfolio form or as research report. A brief statement of the object of the survey or the problem(s) it was designed to solve must be included with entry.
15. Public Relations: Entries to consist of promotional material only, not editorial material, designed to promote or publicize a public relations activity performed by a newspaper or a newspaper group.
16. Special Events: Entries to consist of descriptive material, not excluding editorial material, of a special event sponsored or co-sponsored by a newspaper or a newspaper group.
17. Audio/Visual: Entries to consist of film, slides or slide film presentations designed to promote the public image of a newspaper or a newspaper group. \$10 entry fee required.

### PUBLIC RELATIONS/ SPECIAL EVENTS



**DEADLINE:  
MARCH 1ST**

## **The Roy W. Howard Public Service Award**

### **Don't let the most deserving entry be the one we couldn't judge.**

Deadline for the sixth annual Roy W. Howard Public Service Award competition is March 1. If your entry is post-marked later than March 1, or received later than March 8, it won't qualify.

One first prize of \$2500 and a medallion plaque will be awarded to the newspaper, radio or TV station that has done the best job of exposing and/or correcting situations that directly or indirectly influence the lives of their readers, listeners or viewers.

Such topics as political chicanery, street crime, dope addiction, urban renewal, mass transportation, old age, etc., are all considered within the scope of public service. Submitted material must

have been published or broadcast during 1972.

Prizes will be distributed to the individual or among the individuals at the newspaper, radio or TV station, who, in the opinion of the editor or station manager, contributed significantly to the winning entry. Runner up prizes of \$1000 and \$500 may also be awarded.

Nominations may be submitted by any U.S. newspaper, radio or TV station, and should consist of a portfolio of clippings, a tape of a broadcast, or a reel and soundtrack of a TV program, and a brief history of the endeavor.

Don't wait another day. Address nominations to:

**Scripps-Howard  
Foundation**

200 Park Avenue, New York, N.Y. 10017

